



PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

CXLVIII, No. 7

NEW YORK, AUGUST 15, 1929

10c. A COPY

*Thank You,
Ethan*



WHEN Ethan Allen called on the British commander of Fort Ticonderoga to surrender "in the name of the great Jehovah and the Continental Congress" he did his bit to establish the Joseph Dixon Crucible Company in first place among manufacturers of lead pencils.

A few years later saw the discovery at Ticonderoga of one of the world's finest deposits of crystalline graphite. That deposit became a mine and the mine became the property of the Joseph Dixon Crucible Company. Today, in the village of Ticonderoga, Dixon has a modern plant where graphite is ground and refined.

Many years ago Dixon commissioned us to popularize the Ticonderoga, a really fine pencil for five cents. Something of an assignment—for in those days pencils were not asked for by name.

Keeping everlastingly at it has forced the public to surrender. Every day, more and more people are asking for "A Ticonderoga." Sales figures show it is unquestionably "America's favorite five-cent pencil."

N·W·AYER & SON

INCORPORATED

WASHINGTON SQUARE · PHILADELPHIA
NEW YORK · BOSTON · CHICAGO · SAN FRANCISCO

A New Kind of Hot-Weather Suit for Business Men



The Summer-tex Suit \$40

HERE is but a delightfully and Summer-soft suit for the business man—soft—soft that it just fits him, and hangs in shape just as it is the man's body. It is a suit that is intended for the man of office whom position in the community requires that he be as well dressed as any man in the office.

The Summer-tex suit is very light in weight, very cool—and the wearer is in open and private that to feel the air is the best air....This is the kind of suit that you will put on over and

over right through the Summer up to the end of September.

It is you will be comfortable on the hottest days of the year, and you will be surprised as how well dressed you are even though you may have shape some clothing but nothing.

The Summer-tex suit is sold in practically every city and town in the United States by the wear in each community that features the famous Belvoir Coat and the Worsted-tex Suit.

Cohen, Goldman & Co., New York

This full page rotogravure advertisement in the characteristic "Tex" manner places the Summer-tex Suit in the sun beside Knit-tex, Worsted-tex and Winter-tex. These specialties—interruptingly advertised—have made Cohen, Goldman & Co. one of the outstanding clothing successes of the country, judging by the support accorded this advertising by leading stores everywhere.

Federal Advertising Agency, Inc., 6 East 39th Street, New York

Issued
Published
June 29,
VOL. C

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1/30 051 P. 93 V. 145 Aug 15, 1929
PRINTERS' INK Sept. 3, 1929

PRINTERS' INK 17

Registered U. S. Patent Office

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VOL. CXLVIII

NEW YORK, AUGUST 15, 1929

No. 7

Be Yourself, Mr. Advertiser!

Pay Attention to Your Own Market—Don't Play "Follow the Leader"

By G. A. Nichols

AN advertising agency representative recently called upon L. C. Keely, vice-president and sales manager of the Zerozone Corporation, Chicago, and spoke a piece something like this:

"You of course have kept closely in touch with what the Frigidaire people are doing. I don't need to tell you, therefore, that their heavy advertising and clever merchandising have given their product a commanding place in the market. Now, then, your mechanical refrigerator is good, fully as good as theirs; and there is no reason at all why you should leave to them such a relatively large proportion of the business. We have thought the thing through and are convinced that if you would advertise on an ambitious scale similar to the Frigidaire program you could get in on the market they are enjoying. I am here to offer you our services."

In other words, the agent wanted Zerozone to follow the leader—that altogether unoriginal and sometimes disastrous procedure that seems so popular in advertising these days.

Here, in substance, is Mr. Keely's reply:

"I agree with you in all you say about the unquestioned achievements of Frigidaire. Their advertising is splendid and they do a lot of it. You say our machine is fully as good as theirs, and I am not going to quarrel with you over that statement either, although I think ours is better, and do not hesitate to tell our customers as much. The large size of Frigidaire does not give me the slightest feeling of inferiority when I am competing directly with them for a piece of business.

"But, Mr. Advertising Agent, my admiration and respect for this fine company is no reason at all why we should follow them in their methods, advertising or otherwise. They

have their market; we have ours. They are doing the kind of advertising that is called for by their market needs. We, on the other hand, try to plant our advertising where *our* market is. Just because they grew great through using certain methods is no reason we should follow suit. Frigidaire, rather than our own

DAZZLED by the success of the Grigsby-Grunow Company with the Majestic radio, competitors stepped into what they thought were this company's tracks. It is no secret in the trade that several of these imitators are only two jumps ahead of the sheriff—and all because they tried to follow the leader.

The moment any organization achieves success in a notable way, a host of smaller companies promptly pop up trying to apply the self-same formula. Even old manufacturers try the new formula. More often than otherwise, the imitators all lose out.

"Be yourself" is the soundest advice that can be given to any organization.

company, would then be getting most of the benefit of our advertising. I thank you for the suggestion, but I guess we shall just continue trying to be ourselves."

Hardheaded Mr. Keely here sets forth one of the soundest bits of advertising doctrine that has been spoken in many a day. Personally, I don't think his advertising pattern is extensive enough for the job he is trying to do. But as for following Frigidaire, either in letter or spirit, no indeed! He wants to sell Zerozone machines, not those made by that amazingly swift growing General Motors subsidiary down in Dayton.

This agent made his presentation the way he did because he worked to a formula. Along comes a company with a piece of merchandise which, either in its construction or in the way it is sold, represents a new idea. The company visualizes its market and advertises to that market in a way that gives it unquestioned leadership, or at least a strong position in the field. What it thus accomplishes then becomes a formula which advertising agents, publishers' representatives and aspiring rival manufacturers erroneously think can be applied generally.

An agent or a publication advertising manager sees an organization such as Frigidaire make an outstanding success. Inspired and enthused, he looks around for an opposing company which he thinks can become another Frigidaire. He puts his men on the trail and they take the Frigidaire formula to the second manufacturer and offer it to him as the open door to a similar success. "Follow the leader" becomes the unspoken watchword; many times it is followed subconsciously, but followed nevertheless.

Just let any organization win in a notable way by following through on an original idea, and you see smaller companies popping up here and there trying to apply the self-same formula almost literally, meanwhile deluding themselves into the belief that they are only adapting or perhaps improving it. And even old, going manufacturers think that here is something for

them also; instead of knowing their own market and sticking to it, they bring this new formula into the picture and then are grieved and disappointed when achievement passes them by.

Take the present hectic situation in the radio industry. The Grigsby-Grunow Company, while emerging from financial difficulties, hit upon the idea of making a completely equipped all-electric radio to sell at a popular price. Knowing that standardized production was necessary to carry out the thought to the logical limit, it used one chassis for five or six different models. It advertised in what seemed to be a lavish way; and its success was immediate and almost overwhelming. If competing manufacturers were amazed by this seemingly miraculous transformation of a shaky company into one of the strongest of the strong, the Grigsby-Grunow people were even more so; they rubbed their eyes in wonder and could hardly believe what they saw.

Several Radio Failures Are Imminent

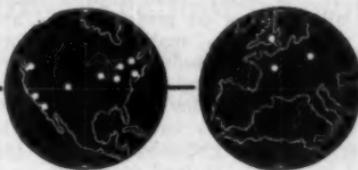
All this at once became a pattern or a formula for others to follow. At last the way was opened and there was no longer any secret how to win in the radio business. Other manufacturers followed along, or tried to; and the result is that today radio merchandising, with the possible exception of one or two companies, is too largely a popular-price proposition. Dazzled by Grigsby-Grunow's success with the Majestic radio, competitors stepped more or less blindly into what they thought were this company's tracks; and it is no secret at all in the trade that several of them are now only about two jumps ahead of the sheriff. It is obviously out of the question here to give names, but bankers tell **PRINTERS' INK** that several failures of radio manufacturers are imminent, and that by next January there is sure to be something of an upheaval in the industry.

If these smaller companies have been content to keep to their own

Pertaining to the industry with various offices. The Manufacturers add it to their offices. United the clients necessary. McCann them selves client abroad. are A service.

NEW YORK
DENVER

- What are you doing Abroad ..
- How large are your Offices ..
- Whom do you Serve ?



Pertinent questions all, which the international advertiser asks with wisdom, and justly.

A foreign address is not a foreign office.

The McCann Company did not add its London, Paris and Berlin offices to the nine offices in the United States and Canada until the clients' need made them necessary.

McCann foreign offices support themselves by serving present clients who needed service abroad. They are then in themselves working agencies. They are American in their spirit of service; they are foreign in their

knowledge of conditions, in sympathy with their environment, and in methods of working.

That's a combination the international advertiser may well seek until he finds it. He need not seek beyond the McCann Company.

Abroad, we serve twelve clients. Here and in Canada, we serve over a hundred, in seventeen lines of business.

We are always glad of the opportunity to talk with advertisers who are seeking the combination of personal service and the power and reliability of an international organization.

- The H. K.



McCann
COMPANY • ADVERTISING

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • LOS ANGELES • SEATTLE
DENVER • MONTREAL • TORONTO • LONDON • PARIS • BERLIN

market without trying to imitate Majestic, the story would have been different. Instead of being original enough to realize that their fundamental problem was one of production and distribution, they have tried to copy Grigsby-Grunow methods, even matching Majestic's cuts in selling price. For one company to reduce a selling price may be a strictly economic measure made possible through the workings of volume sales brought about by volume advertising; but to another it may easily mean disaster.

In all the orgy of price-cutting that certain radio makers have deemed necessary, isn't it strange that nobody has thought to *advance* the price, improve the product accordingly and thus carve out a higher class and exclusive market all of his own? Instead of trying to match economic price cuts by powerful concerns such as Grigsby-Grunow and Crosley—match them with uneconomic and arbitrary price cuts, that is—and keep on waging a losing fight for a piece of the popular-priced market, how would it be for one of these manufacturers with a good name and worthy product to boost his price say to \$1,000 per set?

Even a quickly superficial glance at current advertising successes shows, substantially without exception, that manufacturers who really have got anywhere in a big way are those who have shown originality and have been strictly individual in their advertising methods. They have a host of imitators and copyists who are only trailers.

A few years ago, as we all know, Listerine came out with its halitosis campaign. I am temperamentally opposed to agreeing with H. L. Mencken, yet I had to say "me too" as I read his brilliant lampooning of this kind of advertising. To many people it is almost as offensive as the condition which Listerine is designed to correct; but it sold the product.

Imitators of halitosis have been and are legion. The selling theme of many an allied article already in the field was switched to chime in some way or other with the halitosis idea. New preparations came

on the market. Many of them were legitimate and useful articles of merchandise and they could probably get somewhere if individual marketing methods were applied. But the success of Listerine is too attractive; so, of one accord, the imitators spread the message of olfactory sweetness.

Leafing through the advertising sections these days one is almost ready to conclude that the major portion of the American buying public must smell like a barrel of polecats. The tragedy of it all is that while some of these followers attain a fair measure of success others dig their own business graves by the mere act of imitation; whereas the same measure of energy, wisely and originally applied, would be strictly a building process.

Out in Chicago there is a man named William L. Aylward, who got the idea that he could sell young carpenter shops to men who like to tinker around in the basement and try to make things. He assembled an outfit of tools and equipment which he sold by mail on the deferred payment plan at around \$100 per unit. He bought heavily of magazine advertising space to merchandise his company the Waco Tool Works, and its proposition. Business came to him almost as it did to Mr. Grigsby and Mr. Grunow; and his volume surprised him as theirs surprised them.

Why Hadn't We Thought of That?

Well, well, here was a real merchandising idea; why hadn't more people thought of it before? No less than fifteen companies jumped in behind Leader Aylward. Only four are in existence today; the rest are interred, decently and in proper order let us hope, nobody knows where.

"Have you noticed what Aylward is doing?" a space salesman once asked the head of one of these companies which has long since departed from business life. "He is running a double-spread in our next issue. Don't you think you ought to match him on that?"

The manufacturer agreed. The advertisement and others were fashioned closely upon the Ayl-

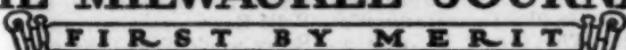
Thorough Trading Area Coverage Through One Newspaper!

Radio Results

DURING the first seven months of 1929 The Milwaukee Journal published 441,887 lines of radio advertising —a gain of 266,335 lines over the 1928 seven months' volume! This record total exceeded that published in the other two Milwaukee newspapers *combined* by 34,044 lines! Here are the figures:

	THE JOURNAL	Second Paper	Third Paper
Local	249,978	216,295	35,734
National	191,909	138,001	17,813
TOTAL	441,887	354,296	53,547

In a single issue of The Journal—the “Year 'Round Radio Number” of July 14—radio advertisers used 33,881 lines compared to only 13,073 lines in the “Summer Radio Number” published by the second Milwaukee paper on June 28.

THE MILWAUKEE JOURNAL

 FIRST BY MERIT

Read by More Than Four Out of Five Milwaukee Families!

ward pattern. Why, should they be otherwise? Hadn't Aylward proved the forcefulness of that variety of copy and that method of selling that kind of merchandise? Why fool with, or try to improve upon, a perfectly good selling idea?

But Aylward had the jump on all the others, as most leaders have. He learned things as he went along and adapted them to his selling methods. He moved and learned so fast that his competitors, as they got around to using his ideas, found them comparatively out of date. Thus their advertising actually helped rather than hindered him—just as Mr. Keely thought would be the case if he followed along behind Frigidaire.

There are instances, too, of the leader, despite a spectacular start, being wrong; and then the follower goes down into oblivion with him. A. L. Sandel, vice-president and general manager of the Sandel Manufacturing Company, Chicago, conceived the idea that there was an enormously profitable field in the manufacture and merchandising of popular-priced lamps—floor lamps, bridge lamps and the like. He concluded that a fine natural outlet for selling the lamps on payments of 50 cents down and 50 cents a week was offered by instalment jewelry houses—up to then almost ignored by producers of that kind of goods. He went ahead in his own way, merchandising the lamps to the jewelers by means of direct-mail broadsides and local newspaper space.

His business, which was started with \$700 and a single wood-turning lathe, quickly grew to a height that attracted the attention of publishers' representatives who wanted to help him. One after another, they pointed out to him the achievements of a then apparently highly successful lamp company which was merchandising its goods nationally. They earnestly urged him to get in on that manufacturer's market. Why should he, with a splendidly growing proposition such as his, arbitrarily limit himself to the one class? Certainly he could produce the higher-priced lamps just as well as the leader company, if not better. Why, then, should

he leave this broader market to it?

"No," Mr. Sandel insisted, "my market is cheap lamps. My task, therefore, is to ascertain how I can increase the outlet for cheap lamps. I shall keep right on and place my advertising where it can best influence my own market. I don't care how fast or how big the Blank Company grows. It has my best wishes."

Mr. Sandel later extended his outlet to retail house furnishing goods establishments and department stores, all the while strictly adhering to his popular-priced line—his own market, as he chose to call it. At the recent midsummer show at the Chicago Furniture Mart he booked enough orders to keep his factory going at capacity until next January. He has called his salesmen off the road and given them temporary inside work to do. His mail orders continue unabated, and he will take care of this business as best he can. Midsummer dullness is widely accepted as an inescapable feature of lamp manufacturing; there is no such thing at the Sandel plant.

The leader company, which Mr. Sandel was begged to follow, has gone through a couple of financial reorganizations in the meantime and now at last seems to be getting fairly well on its feet. Its leadership was not such a good thing to follow after all.

Why do so many manufacturers keep working and fighting for production, production; volume, volume? Some should and must have it and others should not. Rolls-Royce produces only a few cars per day and has gross annual sales reaching not so very far up into the millions, as automobile volume is accounted these days. But it makes a hugely satisfactory profit; and certain organizations with large outlets would gladly exchange their net for what it makes. Henry Ford would go broke if he had only Rolls-Royce volume; and Rolls-Royce would come to an awful flop if it attempted to follow Ford in manufacturing, in selling methods or anything else.

Instead of asking himself how he can get more volume, the manufac-

(Continued on page 171)

New England's Second Largest Market

Good Company

We believe the value of an advertisement is greatly increased when it appears in company with other clean, honest and unquestionable advertising.

We exercise as rigid censorship over our advertising columns as we do the news. To conform to our policies, we refuse many thousands of dollars worth of advertising each year.

It is gratifying to us that advertisers who desire good company are constantly increasing their space in Rhode Island's great newspapers.

The Providence Journal

and

The Evening Bulletin

Net Paid Circulation 123,396

(This is more than the circulation of all other Rhode Island daily newspapers combined.)

Providence Journal Company

Providence, R. I.

REPRESENTATIVES

CHAS. H. EDDY COMPANY
Boston New York Chicago

R. J. BIDWELL COMPANY
San Francisco Los Angeles Seattle

An Industrial Advertiser Features a Service Instead of His Product

All of the Uses for Chisholm-Moore Hoists Couldn't Be Listed in Every Advertisement, So "Material Handling" Was Made the Theme

By Andrew M. Howe

EVERY manufacturer of a large line of products or of a product with many uses is constantly faced with the problem of determining which products or product, or use or uses, to feature in any one advertisement. If a particular product is featured, it is always possible that the reader, not interested in that one, will overlook the fact that the advertiser also makes other products.

Industrial advertisers have always found this to be a perplexing problem, especially those who make machines that have hundreds of different uses. Chisholm-Moore hoists, for example, are used in many industries and for literally hundreds of different purposes. It is obviously impossible to mention, in the company's advertising, all of the models and the uses to which they can be put. Until this year, the advertising had tackled the problem of featuring installation pictures showing what the hoists were accomplishing for certain users under specific conditions. A glance through industrial publications will show that the installation type of advertisement is one of the most popular of all types. For this reason, the Chisholm-Moore Corporation (a division of the Columbus-McKinnon Chain Company) advertisements did not stand out as much as the company wished.

But the chief criticism of the installation advertising was that it focused the reader's mind on a single, particular use for hoists, whereas his material moving problem might be and probably was en-

tirely different. He might say to himself as he read: "That hoist may be fine for that job, but it wouldn't help me much." In other words, Chisholm-Moore reasoned, industrial buyers think in terms of their own businesses and when advertising tells them about somebody

The Present Chisholm-Moore Advertisements Have Few of the Usual Industrial Campaign Earmarks

else's problems they are apt to pass it by.

All buyers who are prospects for hoists, however, have one thing in common—a material handling problem. They may need a hoist to lift ingots or ivory, motors or moth balls. It is this thought that has been made the theme of the current Chisholm-Moore advertising.

There are no installation pictures

LEADERSHIP

The Detroit News Leads in Every Division of Advertising for First Six Months of 1929

Below stands the record of the three Detroit newspapers for the first six months of 1929. It shows The Detroit News an overwhelming leader in every division of advertising and in total advertising, and proves conclusively the superior effectiveness of this newspaper. Among the newspapers of America The Detroit News is also a leader, having been for upwards of 15 consecutive years either first, second or third in advertising in America, usually sharing these honors with newspapers in New York or Chicago, cities with many times Detroit's population.

Leads in Total Advertising

News 16,691,122 lines
2nd Paper.. 8,149,650 lines
Third Paper 7,601,650 lines

Leads in Local Display Advertising

News 9,919,966 lines
2nd Paper.. 4,908,442 lines
Third Paper 3,969,126 lines

Leads in National Advertising

News 3,276,546 lines
2nd Paper.. 2,371,670 lines
Third Paper 1,610,784 lines

Leads in Classified Advertising

News 3,494,610 lines
2nd Paper.. 1,806,884 lines
Third Paper 1,082,424 lines

Leads America in Gains

During First Six Months of 1929

The Detroit News with 16,691,122 lines of advertising in the first six months of the year published 1,890,000 more lines than during the corresponding period of 1928—the greatest lineage gain in America.

4 out of 5

Detroit Homes Taking Any English
Newspaper Get The News

The Detroit News

THE HOME NEWSPAPER

New York Office: Chicago Office:
I. A. KLEIN, 50 E. 42nd St. J. E. LUTZ, 180 No. Michigan.

now. In fact, there is only one thing that might identify the advertisements, at first glance, as belonging in the industrial field—a small line-drawing of a hoist down in one corner of each display. The main illustration in each instance is of a subject that would appear to have little relation to the product.

The advertisement reproduced with this article is of an African native carrying an elephant tusk across his shoulders. Another in the series shows a trapper with his heavily laden pack. Other illustrations are in the same vein, depicting primitive methods of lifting and moving things. The tie-up is so obvious that it has been found unnecessary to elaborate on these picture parallels to any extent in the copy. The ivory tusk is mentioned in only one word in the first paragraph of that particular piece of copy, and that is an indirect reference: "Loading, unloading, handling in process of manufacture—any materials from ingots to ivory—Chisholm-Moore offers you the modern method."

These illustrations, by the way, are all done in oil and are printed in two colors.

The new "material handling" idea has not only changed the tone of the company's advertising but has been reflected in the methods of the salesmen. In the days when installation pictures were featured, many of the salesmen were unconsciously becoming specialists on certain models of hoists and particular lifting problems. Some of them served only a few industries because, for one reason, the advertising in the publications reaching a certain industry stressed the problems of that one industry and showed pictures of hoist users in that field. Now the advertising of Chisholm-Moore hoists is the same in every field. A salesman is not looked upon by the buyer as a man serving just that one industry but as an expert in material handling. The advertising which the buyer reads is written to put just that thought over. The new campaign, therefore, is very popular with the salesmen.

It has made it possible for these

men to enter the buyer's office as engineers with a service, rather than salesmen with a product. The salesmen were, of course, just as expert material handling engineers before the new advertising was started as they are today, but it was difficult for them to get this thought to the buyer so long as the advertising featured a product instead of a service.

"Chisholm-Moore maintains a staff of engineers," the copy states, "whose broad experience has acquainted them with the problems of many industries. They are experts on the subject of material handling. You can avail yourself of the services of one of these engineers without cost or obligation. He will survey your plant, study your particular manufacturing and handling problems, and where practical, suggest equipment that will release men for more productive labor and lower your production costs. Write for complete information about his services."

Nowhere in any of the present copy is there any mention of a specific job on which Chisholm-Moore hoists have been used or could be used. The theme, as has been said, is material handling, not hoists.

One of the incidental results of the campaign—and not so incidental at that—has been a saving of money. Now one advertisement is as appropriate for one field as another and can be run in a publication reaching the oil industry or the stone industry. This made a great saving possible in the preparation of the advertisements. This was particularly true of the illustrations, for each one of the old campaigns for different industries had to have its own pictures of installations in that field. Now the same illustrations apply to every industry.

G. S. Crane Joins Detroit "Times"

Gil S. Crane, assistant manager of the media department of the Campbell-Ewald Company for the last three years, has become associated with the Detroit *Times* as national advertising manager. He was formerly with the Collins-Kirk, Inc., Chicago, and, for five years, was advertising manager of the Q. R. S. Music Company, Chicago.

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A. B. C.

New Y



**Gentlemen, we prize
your sympathetic
spirit, but it is
misdirected now**

"How terrible that the Mediterranean Fly should so seriously affect Florida," we hear from our friends outside of the state.

Really though, we are unable to develop a temperature.

Individually, many persons will suffer. Economically Florida will enter the citrus season of 1929-1930 with better fruit, higher qualities and better-conditioned grovelands than in years before.

Another of those disguised blessings!

Immediate Federal and state action has practically eradicated the Fly; stringent spraying and clean-up measures have insured better yields and finer fruit; a short crop forecasts better prices. And immense sums have been kept in circulation for labor and materials in the Fly battle.

Consumer markets now are most favorable; this winter they will be excellent. Those adjectives will also apply to your Florida sales, simply by scheduling—

The Florida Times-Union

JACKSONVILLE, FLA.

A. B. C. Publisher's Statement, March 31, 1929, 50,707 Daily, 63,028 Sunday

Represented Nationally by

REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

Aug. 15, 1920

Aug. 15



*Advertisers
Representatives*

NEW YORK
J. B. WOOD
110 E. 42d St.

CHICAGO
Woodward &
350 N. Michigan

DETROIT
Woodward &
205 Fine Arts

SAN FRAN
C. Geo. K.
301 Crocker
Bank B.

ATLANTIC
A. D. G.
711-712 Glen

Member
The 100,000
of America

ANNOUNCEMENT

Effective immediately, the Chicago Journal associates its editorial activities and links its name with The Chicago Daily News.

The program and policies of the Journal are entrusted to Walter A. Strong, Publisher of The Daily News, and his associates.

Eventually the Journal will be discontinued in its present form and the readers of the Journal will be served by The Daily News from its great new publishing plant in Daily News Plaza.

In thus linking two of Chicago's leading evening newspapers The Daily News has taken another forward step in the service of readers and advertisers alike . . .

Presenting to the readers of both publications a wider variety of news departments, a brighter array of brilliant writers and features.

. . . Further simplifying for the advertiser the choice of media in the Chicago market.

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper



A \$87,264,720 Wheat Crop has been harvested in Oklahoma Farmer-Stockman territory

According to U. S. Department of Agriculture estimates, Oklahoma will produce 44,972,000 bushels of wheat in 1929. The Texas Panhandle, with its record yield, will produce 31,576,000 bushels.

Based on present prices at the Oklahoma City elevators this represents more than \$87,264,720 to farmers in Oklahoma Farmer-Stockman territory for their wheat.

A part of this income is going to be spent this fall for radios, washing machines, new buildings, fence, concrete and other farm improvements. You can get your share of this new business through advertising in the Oklahoma Farmer-Stockman.

191,661 ABC Circulation Each Issue

Carl Williams
Editor

The OKLAHOMA FARMER-STOCKMAN

Oklahoma City

Ralph Miller
Adv. Mgr

THE OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

W.D.Y.

One of the Largest Daily and Semi-Special Advertising Agencies of the City, Atlanta, Ga. Boston

Making the Package Nuisance-Proof

Sterno Packages Are So Constructed That the Easiest Thing for the Dealer to Do Is Put Them on Display

By Lionel Strassburger

President, The Sterno Corporation

SOME years ago we began to merchandise a product which people did not know anything about. It was quite a problem to educate the consumer public to its merits, and it had to be done at first in a manner which did not embrace extensive national advertising. We decided that it was too early to go extensively into national publications—that the article needed intensive distribution and educational work in other ways before national advertising was done. The problem before us was to tell the story about our fuel, Sterno Canned Heat, a fuel in a new form which offered heat conveniently and cleanly. It was and is packed in tins and gave no indication of its characteristics. Both trade and consumer might look at the can and still not know what Sterno was, much less how it could be employed.

Perhaps it was because the product offered such a difficult merchandising problem that we tackled it particularly thoroughly. Whatever the condition, however, it is a fact that in the years that have elapsed since the introduction of Sterno heat and the original stoves that were merchandised with the cans, we have learned a good deal about how to make packages for our product tell a lively story to the consumer and to the dealer as well. And if Sterno today, in drug, hardware, and department stores over the country, gets more liberal dis-

play than the average product sold through these outlets, it is chiefly because we learned so early in our merchandising experience how to make packages nuisance-proof.

That term, nuisance-proof, will require a little explanation, and the easiest way to make it clear will be



One of These Display Packages Is Included in Every Twelve Box Order of the Vaporizer. Dealers May Sell This Package

to show how it actually developed in our early merchandising.

When we started out to sell canned heat, we, like most manufacturers of the period, were content to put our product in a plain tin can and then put that can in a plain, thin, cardboard box together with the little stove with which the heat was intended to be used. We figured, in putting out this initial package, that the dealer would take out the stove, place the fuel can beneath it, and display the unit on

his counter. People would readily understand the display, we felt, and sales would follow.

It was not long before we found that this was not the case. In the first place, the dealer did not always thoroughly appreciate what Sterno was for. Secondly, if he did know, he might not take the trouble to remove the stove and can from the box and set the unit display on his counter. And thirdly, if he did set the display out, consumers did not readily grasp our major sales points, which were that Sterno was heat in a convenient and clean form.

While learning these practical angles of display as applied to our particular product, we had taken a second packaging step. This was to create a label for our fuel can and its outer container, "Sterno Red" being the color adopted to establish a trade-mark that would carry through our expanding line. On this label we put a picture of the stove and fuel tin, to show graphically what Sterno was. A third step in packaging at this time was to change from a thin cardboard container to a heavy corrugated box which preserved the stove and fuel can.

We had got somewhere, but not far. At this stage, our label was characteristic and it identified Sterno. Also, it showed the product in use—though inanimately. The package was strong, too. But these things were not enough, and we knew that something must be thought of that would enable us to get before the consumer in a lively manner the story of what Sterno really would do.

By this time we had found that in stores to which we sent demonstrators sales increased and continued to climb even after the demonstrators left, and from this we concluded that when consumers really found out how to use Sterno, they liked and continued to use it. We also figured that the demonstrations educated store owners and clerks who hitherto had not known just what was what with this canned heat whose tin container and outer package did not provide any particular instruction. The problem, then, evolved itself into one

of finding a simpler means of doing what expensive demonstrators did.

So step four in our packaging was the creation of what we called an "educational box." It was a simple idea, but it proved to be the basis for every one of our future packages, and it marked the beginning of our real merchandising success. It carried the identifying Sterno color, pictured a fuel can and stove in operation, and vividly portrayed several ways in which consumers might use canned heat at home and in the open—through pictures on the box.

A Clerk Instructor

This educational package, as we studied it longer, did more than just show the consumer how to use Sterno. It also showed the store owner and his clerks what Sterno would do, acting as instructor to them in how to sell our product.

It did something even more important. It gave us an idea for future merchandising that proved invaluable. For this educational box proved to be a very fine display whether used with a background or just dropped into the store window or onto the counter. Whatever happened to it, it told the Sterno story through the pictures on its covers. The dealer need give it no thought. It required no bothersome display material to make it effective; it needed no thought from the merchant to set it up. In brief, it was nuisance-proof.

What came of this, then, was the thought that, if we always could package Sterno items so that it would be easier for the dealer to display them than to do anything else with them and so that whether the merchant took pains with his display or not our packages still would tell their story well, we could profit. Which is exactly what we have done ever since, as our aim continually is to make each package and each display we send out so nuisance-proof that the easiest thing the dealer can do with it will be exactly what we would like to have him do.

This has meant that we cannot stint on packaging, even though the item we sell may cost the consumer

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only 25 cents. It has meant that whereas we sold our first stoves and fuel cans loose in the 10-cent stores, this group of merchandise later was packed in a carton which illustrated how to use Sterno, with increased sales as a result. And in the course of our experience, it has meant that cartons and displays have to pass rigid tests before they go into the market.

A few illustrations, set down simply, will show exactly how our nuisance-proof packaging idea works.

One of our ways to increase the use of Sterno has been to develop new apparatus, such as percolators, baby milk warmers, stoves, combs, and toasters which require Sterno heat. In line with this we put on the market a two-burner stove. The stove itself was black and not particularly susceptible to display, so that it was a very real problem to give it a nuisance-proof package.

The solution was to design for this 50-cent retail item a box whose cover, on being opened, pictured the stove in actual use. In merely opening this box to see what was inside, the dealer would complete the display. He need only set it on his counter to have an effective counter stand. When he sold that stove and carton, he had only to lift the cover of another, and again he would have a fresh and a better display than he probably could originate for himself, and with no trouble for him whatever.

We put out a comb for straightening the hair of Negroes. Each of these was packaged in a small box, but it was problematical whether the dealer would put these boxes on his counter. So we packed six comb containers into one large carton whose cover, on being raised, made the shipping carton a counter display stand.

Once having lifted it, what would the dealer do? Take the six small boxes out and place them on his shelves? Or put the stand on his counter? Human nature works along lines of least resistance. So, as surveys have since showed us, dealers were more apt to use the large carton as a display stand than to remove the individual boxes one

by one and find room on the shelf for them.

With tins of Sterno fuel itself, we worked out a similar idea. As anybody knows who has had anything to do with a product merchandised in cans, the place the dealer first thinks to put such items is on his shelves. While our tins have labels distinctive enough to identify them even from a shelf, we prefer to have them on a counter, so we pack Sterno tins exclusively in cartons of twelve—no other way. Consequently, when the dealer opens this carton he sees the top slip up to form a good display card for a dozen cans, and because it is so much easier to set this out on the counter than it is to remove each tin and put it on a shelf, he takes advantage of the carton as a counter display. The result is sales for him and for us.

Why Twelve Are Packed in a Box

So satisfactory has been this plan of making each shipping carton change itself in the dealer's hands into a display stand that is easier to use as such than otherwise, that every product going out from our plant reaches the dealer in this manner. Some items go in cartons of six and a few are individually packed, but the large majority reach the store twelve in a box which converts itself into a display stand with no inconvenience to the dealer. We are so sold on this plan that although we have been offered any number of ideas for permanent counter display units we always have clung to the one-dozen carton system because it so closely sticks to the line of least dealer resistance.

Occasionally an item comes along that cannot be handled so smoothly, but in developing a display for it our first and most important consideration is that the package be nuisance-proof from the dealer viewpoint. The Sterno vaporizer is a good example of what I mean.

Not so long ago we decided that there was an excellent chance to develop an all-year-round Sterno fuel demand through the promotion of vaporizers for colds, asthma and similar infections, and we put on

the market a very satisfactory apparatus. Hitherto, such articles had been packed rather cheaply, their display neglected, and physicians' recommendations relied upon to promote sales.

On the principles I have just outlined, we packaged our vaporizer attractively with a primary aim to obtain display. However, the vaporizer was large and we could not put a dozen, nor even a half dozen, in any carton that would not take up too much room to serve as a dealer counter display.

The idea we developed was to make one package out of every twelve a display. The dealer could sell this twelfth package any time he wished, for with each dozen would come another one set up to go on his counter. This proposed display we then put through our regular routine for criticism.

First we tried it on our salesmen, for the obvious reason that we think our salesmen know more about what the trade wants than do we in the home office away from daily dealer contact. Our salesmen were decidedly opposed to this particular display. Why? Too big, with those wings sticking so far out. How big should it be? Oh, not so big. Well, how much space will a druggist or a hardware man give to a display that really attracts him? Well, so and so and such and such.

In the end, we adapted our original idea to the suggestions of the salesmen, and they finally liked it. But to assure ourselves that we had something which would cause the dealer the least possible trouble to set up and which would demand very little space, we showed a half dozen sample displays to leading chain officials. When we had the okay of these merchants and their assurance that they would be glad to use such a display, we knew we had something worth pushing.

What this display came to in the end was a box containing a vaporizer set up so that on opening the box, the whole became a vivid yet small display showing the vaporizer in use. The apparatus itself was securely tied into place with string, not only so that it would not fall

out, but so that the dealer would have more trouble to unfasten it than he would have to put the entire display on his counter. "Sell this if you wish," we printed along with this box, "but we suggest that you place it on your counter so that it will attract customers, and give purchasers one of the accompanying knock-down boxes." The idea was eminently successful.

There was a ramification of our packaging and display idea in this vaporizer set-up. Instead of using the standard red label, we used blue. This was to distinguish the vaporizer from our regular line, so that dealers would realize that here was something which could be displayed in departments different from those ordinarily handling Sterno equipment. We wanted here to sell vaporizers first and Sterno heat second. As a result, we got excellent displays in medical supplies sections as well as in ordinary Sterno departments.

Very early in our merchandising we began to take our product out of the summer classification in which many consumers and dealers placed it. On every package—with out an exception—we pictured both summer uses and winter uses.

This picturization of various all-year-round uses not only has developed our business so that it no longer is seasonal, but it has helped to carry out our idea of making our packages nuisance-proof. For, very simply, each individual Sterno package is a strong display by itself. If the dealer does not take the line of least resistance as we plan when he opens a carton of twelve packages, we still gain. Because no matter where he places, or even dumps, the individual package, its pictures tell a vivid story and reach the consumer with our selling message.

We have sought to make every one of them not only fool-proof and dust-proof but also nuisance-proof, and investigations continually show us that our packages and cartons are just that, for dealers do put them on display because it is easier to use them that way than to do anything else with our packages.



ONE NEWSPAPER SELLS THIS ENTIRE MARKET!

THE Indianapolis Radius is a very important market of over 2,000,000 population, which has steady, consistent buying power throughout the year,—*every year*. Here selling costs are low because of the unusual transportation facilities, which center in Indianapolis, coupled with the fact that one newspaper dominates the complete 70-mile radius. The result is *economy and volume*.

The News . . . ALONE . . . Does The Job!



The **INDIANAPOLIS NEWS**

Sells The Indianapolis Radius

DON BRIDGE, Advertising Director

New York
DAN A. CARROLL
110 East 42nd St.

Chicago:
J. E. LUTZ
Lake Michigan Bldg.

INDIANAPOLIS is the geographical, industrial, commercial, educational, wholesale and retail center of Indiana

Better today than ever before

*... and producing a greater
volume of business for advertisers*

TODAY, the New York Evening Journal is a better newspaper, a more attractive and pleasing newspaper than ever before in its history. It has been deliberately edited to appeal, more and more to the better type reader in the better type home.

One only has to compare the New York Evening Journal today, with five, ten, or fifteen years ago to see the remarkable changes that have taken place.

Its increasing excellence as a newspaper is responsible for its continued supremacy in public confidence and reader interest. Its news is more carefully edited. Its news captions are accurate. It devotes more pages to the latest news in late editions. It has increased its news and features. It has built

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the largest and most distinguished staff of editors, writers, experts, artists and contributors of any evening newspaper in America. It has made its columns more attractive and interesting for the more discriminating and intelligent reader.

Little wonder that there is an overwhelming public preference for the New York Evening Journal . . . that it has more than double the circulation of the next largest standard evening newspaper in New York!

Little wonder that advertisers seeking greatest sales volume at lowest sales cost in the New York Market turn to this one dominant home-going medium. It tells their story, in the evening, to the greatest number of potential customers within the world's richest market, at a single cost; and year after year continues to produce greater and still greater volume of business for them.

NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read
by more than twenty million people*

NEW YORK:
9 East 40th Street

CHICAGO: Hearst Building	DETROIT: General Motors Building	PHILADELPHIA: Fidelity Philadelphia Trust Building	ROCHESTER: Temple Building	BOSTON: 5 Winthrop Square
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*Member of International News Service and Universal Service
Member of Audit Bureau of Circulations*

Since 1922
the Detroit Times
has gained
8,053,318
lines of
total advertising
—more than
3,000,000
lines in excess
of any other
Detroit newspaper
—which goes
to prove
that quite a few
foresighted advertisers
are making money
out of cultivating
“the newer half”

“THE TREND IS TO THE TIMES”

New Trends in Merchandising Are Changing the Wholesaler

While Chains and Mergers Spread Along the Retail Front, the Jobbers Join Causes with the Unmerged Dealer

By Arthur H. Little

WHAT lies ahead in distribution? With manufacturing interests and retailing interests amalgamating in powerful units, with mergers of producers and with chains of outlets entrenching themselves and daily growing in size and significance, what is to become of the distributive set-up? In many an industry, many a factor, from source to final sale, is wondering what will happen to him.

In particular, the manufacturer wonders by what policies and methods he will meet future conditions. How will he market his merchandise—through what distributing channels? In the present-day distributive picture he recognizes, as his closest and biggest outlet, the wholesaler. But will the wholesaler remain?

The manufacturer looks at lines of industry other than his own and examines phenomena therein by which he may forecast developments that, in his own line, may come to affect him. In this article we shall consider what is happening to the distribution of dry goods. And our attention we shall direct first—as does many a manufacturer nowadays—at what is happening to the wholesalers.

In the dry-goods field, as an effect of causes that are operating not only in dry-goods, but in other lines, the wholesalers are organizing their efforts to reinforce the independent merchant. In their industry, as in others, the spread of chains and of consolidations through the retailing sector of business has presented a vital problem—a condition that threatens the wholesaler's very existence. And dry-goods wholesalers, to the number of more than 150, a nationwide loop that in the combined volume of its members represents more than 85 per cent of the total volume of general wholesale dry-

goods business in America, have allied themselves, in policy, with the independent, to the end that he may prosper and they with him.

Let us examine, in close-up, this newest development in dry-goods wholesaling. In Columbus, Ohio, a wholesaler of dry-goods wrought an idea. He bought a quantity of clocks—the shiny-blue, so-called Dutch kind that hang in kitchens—at a price at which his retailers, with no net profit, could sell them to clock consumers at \$1 each. At \$1 one of those clocks was an attractive bargain.

A Merchandising Lesson

Next the wholesaler created a piece of advertising, a circular. In the center of the sheet he placed a picture of one of those clocks, described it in text and displayed conspicuously, its \$1 price. Then, around the island of the clock, he assembled blocks of advertising, describing items that he regularly sold to his retailers; and in each block—mindful of some retailers' self-defensive, but sometimes misguided, tendencies toward price-cutting—he set, in type, that item's regular retail price. At the bottom of the circular he provided a space for imprinting a retailer's name.

Then the wholesaler's salesmen, each carrying a sample of the clocks and a sample of the circular, went out to their customers and to each customer they said: "Here's a merchandising idea. The clocks will draw customers into your store. They're a leader. The circulars will help you to sell these other items; and on these others, at those printed prices, you'll make nice profits. Now, besides the circulars and the clocks, you'll need some price-card holders. Ought to have 'em anyway, you know. We can furnish the holders to you at

cost, and the price-cards we can let you have free."

And if the retailer happened to be enough of a philosopher to ask, "But what's the big idea?" then the wholesaler's salesman told him: "You're an independent. We're trying to give you the same sort of merchandising help that is given to the units in a chain-store system. And this is only the start."

The clocks, in fact, were the Columbus wholesaler's own idea. But the wholesaler was—and is—a member of the Wholesale Dry Goods Institute; and the institute has developed, for the independent merchant, a merchandising policy and a merchandising plan that go a considerable distance beyond Dutch clocks and no-profit leaders.

In January, of this year, at the end of its first year's existence, the institute brought together, in its second annual convention, the largest gathering of dry-goods wholesalers ever assembled in this country. At that session, Alvin E. Dodd, then the institute's director-general, discussed distribution in general and, in particular, the wholesaler's future. In part, he said:

"The difficulties of the independent retailer, as well as of the wholesaler, are greatly magnified and exaggerated, while the difficulties of the chains (which I know are becoming considerable) are never mentioned. The effect on business and on the public is obviously a one-sided picture. This condition must be corrected—and the institute has been working steadily to bring about a new feeling regarding the wholesaler.

"The chain store is a compound of the wholesaler and the retailer working with little friction, almost automatically. To answer the chain store effectively, either there must be a very alert independent retailer, who knows how to buy and how to sell, or there must be a close tie-up between wholesalers and retailers—a tie-up that furnishes the retailer with goods carefully gauged to consumer preferences, along with genuine merchandising co-operation in moving those goods."

Thus went a "keynote" speech. The speech has been followed by concerted action. By no means does the wholesalers' institute advise—nor do its members practice—the policy of ignoring the big buyer. For in that same keynote speech, Mr. Dodd also said this:

"Some of our most important work with retailers has been in the nature of personal conferences with the heads of some of the largest retail stores and groups in the country. We have tried to point out to them, and have succeeded in doing so in several outstanding instances, the service which the wholesalers offer to their organizations—services which they are sometimes overlooking.

"As a result of our personal work directly with the heads of these large retail organizations, they are today very carefully investigating the services offered by wholesalers in various sections of the country. It is not altruism—it is nothing but a perception of the patent fact that wholesalers are logical distributors for certain classes of merchandise and that frequently large retailers, when all actual costs are calculated, can buy at lower prices from wholesalers."

But for the little fellow, the independent whose volume is under \$100,000, the institute has set about materializing its ideal of "genuine merchandising co-operation."

The Institute's Program Is Outlined to Retailers

Out to the institute members from headquarters in New York, as this article was being written, went the first tangible product of the institute's policy of co-operation—a twelve-page booklet, to be distributed by wholesalers to their retailers. The booklet presents a pre-view of one form of merchandising co-operation the institute is to offer. It bears the title, "A Winning Hand for the Independent Merchant." That "hand," visualized in illustration, contains the following high-rank "cards" of an educational royal flush: centralized buying, individual service, sales promotion, selected stocks, and store salesmanship. In a series of

For the pilots of national business—

Local advertisers have an advantage in advertising that make their activities well worth the national advertiser's interested attention. They know what their copy accomplishes—and they know it *quickly*. They know tomorrow how their copy pulled in, for example, today's Chicago Evening American. Thus the course they chart for themselves is a reliable one.

In the first seven months of 1929 local advertisers placed 380,370 more lines of copy with the Chicago Evening American than they did in the first six months of 1928. All other Chicago evening papers show a loss for the period—the figure for their aggregate loss, oddly enough, being within a few thousand lines of equalling the Chicago Evening American's gain.

CHICAGO EVENING AMERICAN

a good newspaper

*One of the 28 Hearst Newspapers read by
more than twenty million people—Member of
International News Service, Universal Service
and Audit Bureau of Circulations.*

booklets to follow, each of these subjects is to be treated separately.

The "Winning Hand," imprinted with the respective wholesaler's name, will be carried by the wholesaler's salesmen and presented to the wholesaler's customers, or will be distributed by the wholesaler by mail. In the course of his reading and his talking with the wholesaler's salesman—for the salesman will be instructed to carry the booklets with him as a part of his equipment and to use them as a source of information and inspiration—the independent retailer will delve into such merchandising subjects as open display, lighting, arrangement of tables and aisles, specialization in items the chain store doesn't carry, window display, capitalizing personality, concentration of purchases. Of the aims of the wholesale institute he will read:

"This large group of progressive wholesalers, linked today in a national association, considers itself the business partner of every independent retailer in the country. . . . If you want further information or assistance, any wholesaler who is a member of the Wholesale Dry Goods Institute will be glad to help you. The institute is composed of the country's leading wholesalers, who are working together in helping the independent retailers of the country to increased sales and profits."

The institute's president is S. M. Bond, of Cleveland.

There is an executive committee of six members and a board of directors on which sits a director for each of ten geographical zones. Enrolled in the organization are such names as these: Butler Bros., Marshall Field, and Carson, Pirie, Scott & Company, of Chicago; Ely & Walker and Rice-Stix of St. Louis; Arbuthnot-Stephenson, of Pittsburgh; Finch, Van Slyck & McConville, of St. Paul; Walton N. Moore, of San Francisco; Root & McBride, of Cleveland.

The wholesalers extend a helping hand to the independent, non-merged merchant. And, as the hand goes out, there is talk in wholesaling circles of wholesalers' mer-

gers. In this respect, the most recent swirl of activity centers about an individual — Eugene Greenhut. It was this aggressive man who organized the Hahn Department Stores. His latest interest is the United Dry Goods Corporation; and the United Dry Goods Corporation, so the trade insists, is a name that soon will identify a combination of wholesale dry-goods houses—six prominent concerns so big that their combined volume last year approximated \$86,000,000.

This merger movement in wholesaling, so wholesale factors believe, will go farther. It will involve, they predict, mergers between wholesalers and manufacturers—not manufacturers who really are jobbers and now make some of the goods they sell, but manufacturers whose sole interest now is manufacturing. For some of these, it is said, the idea of merging with wholesalers presents itself, at least at a distance, as a solution to problems of distributing policy—whether to sell merchandise through wholesale channels, or direct to retailers, or both ways; and if, in splitting distribution, contacts already established with retailers through wholesalers are to be protected as to prices, and how; and last, but by no means least, what to do about selling to chain stores.

Interest Centers on the Future of the Independent

And thus the cycle of attention returns to the retail outlets, to the springs of causes that influence the business of both wholesaler and manufacturer. We have seen the "general" store of the retailer in the village near Columbus, the independent to whom the wholesaler's salesman offered the Dutch-blue clocks.

To some of the prophets it seems that he and his store are doomed to pass. To these, he and all his thousands of brother merchants of his size and status, whether in country or city, are passé. To these it seems inevitable that, in the not distant future, manufacturers, or wholesalers, or chain stores—or combinations of

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The fruit of performance

*Automobile Linage
Gains and Losses
in Chicago Daily Papers
First Seven Months, 1929*

<i>Chicago Evening American</i>	57,347 Lines	GAIN
<i>Second Paper (Evening)</i>	143	" "
<i>Third Paper (Morning)</i>	2,733	" LOSS
<i>Fourth Paper</i>	25,201	" "
<i>Fifth Paper (Evening)</i>	42,245	" "
<i>Sixth Paper</i>	45,303	" "



CHICAGO EVENING AMERICAN

a good newspaper

*One of the 28 Hearst Newspapers read
by more than twenty million people—
Member of International News Service
and Audit Bureau of Circulations.*

Aug. 15, 1929

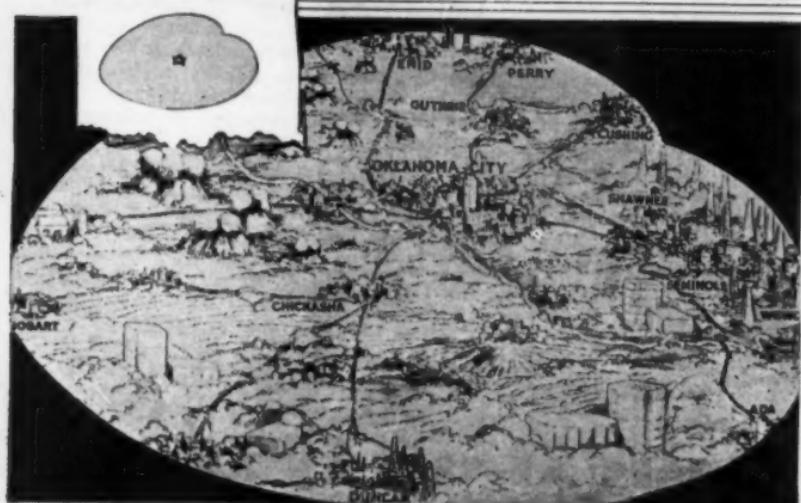
Aug.



As OKLAHOMA CITY

*so buy the
1,000,000
people in it's*

**68-MILE
TRADE
AREA**



The Oklahoma City trade influence commands an independent dominion of the A. B. C. suburban area, shown above. Here is the opportunity for advertisers to reach thoroughly and effectively one of America's largest, richest and most responsive sales territories at one low advertising cost. Investigate!



The
OKLAHOMA
CITY
TRADE

1929

CITY buys -

What Oklahoma City does, what it buys, uses, wears, affects the 1,000,000 people in its suburban territory. When an advertiser uses the *Oklahoman* and *Times* he is not confining his efforts to Oklahoma City alone, but is reaching out over 26 counties and penetrating to 75 towns of more than 100 population. This area is the Oklahoma City Market, average radius 10 miles,—an area that is knit into one compact merchandising unit by ten railroads, electric interurbans, improved highways systems, air transportation, a network of bus and truck lines and the influence of Oklahoma City and its two great dailies, the *Oklahoman* and *Times*.

The commodities that are advertised in the *Oklahoman* and *Times*, sold in Oklahoma City stores, used in Oklahoma City homes, rapidly find their way into the stores and homes of the Oklahoma City Market, the heart of billion-dollar Oklahoma, where 75% of the readers of the *Oklahoman* and *Times* average 10 buying trips to Oklahoma City each year.

The Oklahoma City Market is a part of no other area, tributary to no other. No outside metropolitan daily newspaper penetrates here to the extent of even 1%. No advertising campaign can be effective in this market, considered one of America's most promising sales territories, without local contact in and through Oklahoma City, which distributes 85% of all commodities sold in this area.

And the newspaper buy that gives advertisers the best opportunity to introduce and establish their merchandise in the far-reaching Oklahoma City Market is the *Oklahoman* and *Times*. In this market these two dailies have 7% more circulation to advertisers, at about half the cost, than do the combined circulations of all 18 other dailies published in this territory.

**The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES**
The OKLAHOMA PUBLISHING COMPANY
THE OKLAHOMA FARMER-STOCKMAN - WKY
1929 - The Home of the Year - The First Social Advertising Agency - San Francisco - Dallas

ONE of the outstanding examples of informative work through advertising is the campaign of the Broker's Division of the Detroit Real Estate Board.



EACH Wednesday, for the last three years, without a break, the members of this division have placed on a co-operative basis a 1596 line advertisement exclusively in The Detroit Free Press to tell to the property owners of the Detroit Market a story of the specialized, professional service these members are qualified to provide.



AS a result of this work, the Detroit real estate brokers

now handle most of the major and many of the minor real estate transactions in the city. They are also frequently consulted by business interests who seek advice on how properties may be improved to best advantage on property valuations, on whether or not pending city or state legislation will affect their properties.



THE Detroit Free Press has been the only Detroit newspaper privileged to carry this campaign.

The Detroit Free Press

VERREE &
National

New York

Chicago

Detroit

CONKLIN, INC.
Representatives

San Francisco



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all three—will carry all the goods all the way from source to consumption.

To the chain stores in the smaller town and rural districts, the independent seems merely a temporary obstacle to expansion. In some quarters he is more than an obstacle; he's a nuisance. For he it is who inspires the chambers of commerce and the merchants' associations to advertise against the chain-store principle and even, here and there, to boycott the chain store's business.

But whatever is to be the independent's fate, he's still on the merchandising map. Neglected or encouraged, he represents one section of the dry-goods industry's retail outlet. The other section we find in the widespread chains and in the large cities—cities where the dry-goods store becomes a department store whose annual volume runs high into millions—a store that may be a huge independent itself, or a link in a chain, or a member of a department-store group, an Amazon outlet for a mighty river of mass production.

Department-store organization—the national network of relationships—resists definition. In a standard directory of chains and groups, the department-store-dry-goods section fills more than sixty pages of closely set type. And the forms of organization and grouping are manifold.

Many a department store, of course, stands on its own foundation, a business entity. But many are linked or affiliated or collectively owned. A store independent in ownership may belong to a group for research—mostly the interchange of operating information—and for co-operative buying; and groups of that sort thread the country from coast to coast, notable among them the Retail Research Association. A store may be a unit in an ownership group in which each unit is operated separately. Such a group is typified by R. H. Macy & Company, which, in addition to the "parent" store in New York, owns and operates Bamberger's in Newark, New Jersey; Davison-Paxon in

Atlanta; and LaSalle & Koch, in Toledo. A "parent" store may operate branches, as do Burdine's in Miami, Halle Brothers in Cleveland, Bullock's in Los Angeles, Marshall Field in Chicago. Or a store may be a link in a chain, a chain-identified unit in such a system as the J. C. Penney Company, or in the erstwhile strictly mail-order concerns of Sears-Roebuck and Montgomery Ward.

Among the chains, the order of the day—and night—is growth, and growth not, in the great majority of instances, toward the acquisition of "old-line" stores already established, but toward the creation of new units, the entering of new trading areas; and in this direction, the newest tendency is toward store-diversification. The Chicago wholesale house of Butler Brothers, with a chain of retail outlets already in the field—and a chain with a definite program of expansion for the current year—announces the formation of a second chain; and in this linkage, the units will be somewhat similar to those of the Penney system.

Meanwhile, the "old-line" stores, each with a heavy investment in real estate and building and each heavily invested, also, in advertising that runs back through years, hold fast to their identities—even those stores that are collectively owned. For example, the Frederick & Nelson store in Seattle, long known to Seattle shoppers as a property of Marshall Field, remains steadfastly Frederick & Nelson. Bamberger's, in Newark, although a Macy property, is still resolutely Bamberger's; Davison-Paxon, also Macy-owned, is just as resolutely Davison-Paxon, and LaSalle & Koch just as resolutely LaSalle & Koch. In Cincinnati, Shillito's, owned by Lazarus of Columbus, is Shillito's.

On the other hand, when "parent" stores open branches in the suburbs of their cities, the name of the "parent" passes naturally to the branch; and this policy of identification holds true even for "parent" stores that themselves are units in chains. Thus Nugent's, in St. Louis, and the

Bailey Company, in Cleveland, each owned by National Department Stores, each operates a branch named for itself.

As do observers in other fields, department-store men discuss the elements of strength—and of weakness—that retail mergers create. Because it retains its identity, a merged store finds no serious problem in public relations. But problems have risen in overhead, in the creation of altitudinous jobs and correspondingly altitudinous salaries. One such salary rides along at a dizzy height somewhere above \$200,000 a year.

In the specialty field, by way of contrast, mergers are so rare as to approach non-existence. The specialty merchant either swims or sinks. If he gurgles and goes under once or twice, no combine comes along to toss him a life preserver; and under he goes again, and for good. Generally his investments in stock, real estate and good-will is not heavy enough to tempt an effort at salvage.

On the other hand, if he can weather department-store competition, he gains strength as he goes. Specialty stores in the Specialty Store Association, each store separately owned and contributing to the maintenance of a paid staff and a central buying office in New York, are earning an average of 9 per cent a year. And 9 per cent is a better showing than many a chain can boast.

A conclusion? To generalize or to predict is dangerous. The dry-goods field is pioneering—and learning. It is learning just what modern-day merchandising entails—what are its responsibilities and its potentialities.

Made Eastern Advertising Manager, "Red Book"

Harold C. Kennedy, for the last two years New England representative of *McCall's Magazine*, New York, is now Eastern advertising manager of the *Red Book Magazine*. Malcolm MacHarg continues as Western advertising manager of *Red Book Magazine* with headquarters at Chicago. As recently reported, the *McCall* Corporation has acquired the *Red Book Magazine* and the *Blue Book Magazine* from the Consolidated Magazines Corporation, Chicago.

Merge as Littlehale-Burnham-Fulton, Inc.

The Littlehale Advertising Agency, Inc., the Burnham Advertising Agency, Inc., and the Whitman Advertisers Service, Inc., all of New York, have merged under the name of Littlehale-Burnham-Fulton, Inc., effective August 15. While the three individual agencies will continue their corporate existence temporarily, the new corporation will take over the combined assets, liabilities and equipment.

The advisory board of Littlehale-Burnham-Fulton, Inc., will include the following: P. B. Littlehale, R. B. Burnham, Arthur H. Fulton, Jr., Hageman E. Hiltz, Henry T. Hodgskin, Douglas Milne, Ralph Rossiter, T. H. Reese, Jr., and A. J. Slomanson.

The Littlehale Advertising Agency was established in 1914, the Burnham Advertising Agency, Inc., in 1919, and the Whitman Advertisers Service, Inc., over twenty-two years ago.

Hommann, Tarcher & Sheldon Add to Staff

Hommann, Tarcher & Sheldon, Inc., New York advertising agency, has made the following additions to its staff: Lynn B. Clark, account representative; W. C. Koup and Joe Villa, Jr., writers; William Frank, marketing research and Kerwen Lucken, production manager. Mr. Clark was formerly with Batten, Barton, Durstine & Osborn; Mr. Koup was at one time with the Newell-Emmett Company, Inc.; Mr. Villa was formerly with the Frank Presbrey Company; Mr. Frank was formerly with White & Parton and Mr. Lucken had been with Critchfield & Company.

Guy C. Smith, Director, Audit Bureau

Guy C. Smith, advertising manager of Libby, McNeill & Libby, Chicago, has been elected a member of the board of directors of the Audit Bureau of Circulations. Mr. Smith, who is president of the Association of National Advertisers, fills the vacancy caused by the resignation of L. B. Jones, vice-president of the Eastman Kodak Company, Rochester, N. Y.

Waitt & Bond Appoint B. B. D. & O.

Waitt & Bond, Inc., Newark, N. J., manufacturer of Backstone cigars, has appointed Batten, Barton, Durstine & Osborn, Inc., to direct its advertising account.

Sonora Appoints McGuckin

The Sonora Phonograph Company, Inc., New York, manufacturer of Sonora phonographs, Sonora radio and Sonora Melodion combination of radio and phonograph, has placed its advertising account with the Eugene McGuckin Company, Philadelphia advertising agency.

COLOR PRINTING



There

is a certain advantage in having your color work printed in a shop that does a lot of this class of work.

Day and night we keep busy one of the largest batteries of two-color presses in the city.

This steady production not only keeps the quality up to standard but makes for economy and speed.

Make a note now. "See Francis on the next color job."

Charles Francis Press

Printing Crafts Building

461 Eighth Avenue - New York

What About the Second-Hand Market, Mr. Heimer?

Last Year's Car Still Has Some Value, But Is the Same True of Industrial Products?

By W. H. Eager

President, Whitman & Barnes, Inc.

I HAVE read Mr. Heimer's article* with considerable interest. The subject which he presents is worthy of much careful consideration and thought, more than I have been able to give it as yet.

My first reaction to the question he propounds, as to whether or not machinery and tool manufacturers should copy the automobile manufacturers in bringing out yearly models, is that the parallel does not run close enough to make this practical.

Briefly, it seems to me that the automobile manufacturers are following their present policy of yearly models because of decreased sales resistance, and one immediately desires to investigate why this should be so. The automobile is a peculiar piece of machinery. Under some conditions it is a luxury, under others an investment and it has still other classifications. Its field, therefore, is much broader than that of machinery and tools.

Then there is the question of the second-hand market, and here again the two problems do not run parallel. The buyer of a second-hand or used automobile obtains from it service which makes the purchase worth while. He does not expect to get the same comfort, mileage or pride of possession with a used car that he does with a new. He generally buys it because he wants to use it for transportation without much thought of the quality of the transportation.

With a piece of machinery or a tool the question of the second-hand market is entirely different. A machine is called upon to render service and produce the product

for which it is fitted within certain fixed tolerances of quality and limits for cost. So long as this machine operates satisfactorily within those requirements it is just as good as the latest model on the market. When it fails to perform within those limits because it is worn out, its second-hand value is nowhere near in proportion to the second-hand value of an automobile, for the reason that it is not so much a question of comparative quality of service as of no service at all.

Mr. Heimer may argue that if a machine is invented which will improve quality or cost it should be substituted for the older machine. In this I am in entire accord with him, but there is not the opportunity to render additional service of this kind in the machinery and tool industry that exists in the automobile.

I think my arguments might be summed by saying that because of the limited field of service performed by a machine tool as compared with that of the automobile, the sales problems of the two industries do not run parallel.

There are, of course, certain businesses closely allied to the machinery and tool business which should be able to operate upon a middle ground. Mr. Heimer's reference to new trucks brought out by the Barrett-Cravens Company is an example, and yet it is not an exception to the principle which I have laid down. I believe he would find that the second-hand market for trucks such as this company makes would be very limited and that a truck, like a machine tool, is just as valuable though several years old, so long as it performs its given service, as a truck of several years' later model.

*"Should Industry Have Yearly Models?" by E. J. Heimer, secretary, Barrett-Cravens Company, page 10, August 1.

READER interest in The Evening World does not stop at pictures, features or scareheads. Every page is seen, every page is scanned . . . for *family* interest is custom-built in The Evening World.

That is why The Evening World *sells* . . . at a lower milline cost than other evening newspapers; that is why The Evening World, alone, carries the advertising of *every* Manhattan department store.

And that is why The Evening World is a *foundation newspaper* . . . a card of introduction and admittance into 304,242 buying households.

The Evening World

New York's FOUNDATION Newspaper

Pulitzer Building, New York

TRIBUNE TOWER
Chicago

GENERAL MOTORS BLDG.
Detroit

87%

Facsimile of one of the reply cards as filled out and returned by the auto dealers.

In our opinion the publication we have checked is read by the largest number of automobile owners in our vicinity.

- Omaha World-Herald
- Omaha Bee-News
- Fort Dodge Messenger
- Des Moines Register and Tribune
- Marshalltown Times Republican
- Oskaloosa Times
- Clinton Herald-Examiner
- Chicago Tribune
- Dubuque Telegraph-Herald
- Davenport Times and Democrat
- Burlington Gazette
- Burlington Hawk-Eye
- Wallace's Farmer
- Sioux City Journal
- Sioux City Tribune
- Mason City Globe-Gazette
- Iowa Home Guard
- Saturday Evening Post
- Waterloo Courier
- Waterloo Tribune
- Ottumwa Courier
- Cedar Rapids Gazette

Name Mr. Master Motor Co.

Address Knoxville Ia

The Des Moines Register and Tribune

gotted for one medium!

advertising agency recently asked this question of all the motor car dealers in the central two-thirds of Iowa:

What publication is read by the largest number of automobile owners in your vicinity?"

70% of the motor car dealers replying selected for The Des Moines Register and Tribune. That's why automobile manufacturers localize their advertising in The Register and Tribune by listing distributors and dealers throughout Iowa.

Register and Tribune

out of every 3 families in the central two-thirds of the state read The Des Moines Register and Tribune

THE Graf Zeppelin, for days, has made the front page of every newspaper in America.

This project was originated by the Hearst newspapers, which have the exclusive right to every word and picture coming from the Zeppelin itself.

And this same newspaper enterprise, initiative, and resourcefulness are making THE NEW YORK AMERICAN a better newspaper and a better advertising medium every day. It's worth watching.

The New York AMERICAN

***Circulation Is Going Up
—Morning and Sunday!***

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Why Make It Hard for the Customer to Buy?

A Consumer Asks Why Advertisers Don't Consider Buying Habits in Mapping Out Their Territories, Instead of Rivers, Square Miles and Population

By Donald A. Laird

Director, Psychological Laboratory, Colgate University

NEXT to planning letterheads, in monopolizing executives' effort I think we will have to place arranging territory. This is especially acute in the organization with an exclusive dealer representation. This article is written on the basis of experience as a customer with exclusive dealers of rather high-priced merchandise which is thought to require servicing. Many things could be said about limiting sales representation—many have been said—such as lessening sales effort when the distributor thinks he has a sinecure, or falling down on service when the sale has once been made, or aggressive dealers infringing on the territory allotted to others. These do not bother me in the least, since I am writing as a customer who has got between the millstones symbolized by two, or more, distributors.

Business economists say we are in a customer's market, but there are a few hundred thousand of us, perhaps more, who find it difficult to buy. Our money—or credit—is good and the distributor has the merchandise, but we can't buy it when we want to. Those of us who find it difficult to buy even in a so-called buyers' market live in small centers where there is not enough market for a branch handling higher priced specialties. We are in places of from 500 to 15,000 population. There are a lot of us. I know there is difficulty buying even when we want to.

Some time ago, for instance, the family warmed up to the idea of a reproducing piano. When in Utica we tried to buy one. The sale was made, until the dealer inquired where to deliver the instrument. "Oh!" he said, "that is in the Norwich territory. I would not

dare sell you one. At our sales convention last month the sales manager laid down the law about getting into the other man's territory." And we had to leave without the instrument.

Did we go to Norwich to make the purchase? Would the reader have made a special trip to Norwich? We did what the reader would have done. Now, Norwich is a fine town. It has an active Chamber of Commerce and occasionally I visit in the home of the secretary, and it has a plant whose ointment I keep in the house. And geographically Norwich and Hamilton, I presume, are in the same territory. But as buyers' habits go they are separated by an ocean. Bus lines, railroad schedules, and paved highways lead shoppers either to Syracuse or Utica, not to Norwich. If the manufacturer of the piano I wanted to buy had scheduled his territory with respect to where the people go to buy rather than grouping counties so each dealer would have an equal number of square miles or equal population or equal miles of small streams, I would not have strained family finances to purchase a competitor's instrument.

It Has Happened More Than Once

If this were just one experience of one customer it would not be so bad. But my last six months' experience includes the following corresponding events:

I tried to buy a typewriter in Utica—three of them, in fact. But I was told that I had to go to Syracuse, that the company was very strict about selling outside of allotted territory, etc. In this case I did not buy a competitor's line, but reversed charges on a telephone call. But one manufacturer

Aug. 15, 1929

Aug. 1,

has me in his Norwich territory, another in Syracuse. They must think I am a magician or a philosopher who has solved the problem of being two places at the same time; or perhaps have nothing to do but use an airplane to make a series of purchases; or specialize in mail-order purchases.

That long-established manufacturers are still wrestling with the problem of territory is shown by another experience late last fall. The manufacturer of a refrigerator we had purchased in Utica brought out a new silent model for which we wished to exchange our old one. But since our original purchase, Hamilton, so the Utica dealer said, had been changed to some other territory, he thought Syracuse. A week later while in Syracuse I stepped into the branch and completed arrangements to have a quieted compressor unit installed in our older model. Everybody was pleased until Hamilton was mentioned. "That has just been transferred to the Oneida territory," was the explanation.

Oneida is another lovely town, with a casket factory and a new hotel. From time to time I stop in the outskirts of Oneida to visit Ray Noyes at the Oneida Community, Ltd. I suppose I might have paid him a visit and arranged for a new compressor. But before I could, the manufacturer of another refrigerator discarded the idea of territory allotments, and our local electrician was handling it, and keeping a few extra compressor units on hand in case any service was needed. Wouldn't you have bought from the local man, for other reasons than just patronizing local merchants? I did, too.

I believe this manufacturer has wisely solved the territory bugaboo by putting development engineers to work on his product so that service is reduced so near zero that small territorial allotments can be made.

But here is the metaphysical dilemma manufacturers have placed me in: I have to be in Utica, Syracuse, Oneida, and Norwich. Also in Cortland if I really buy the oil burner that advertising has sold me. I wonder if I will buy

the oil burner at Cortland? You answer that. It isn't hard.

I will confess that I have a rather revengeful nature. Like the small boy who thinks he is punishing his parents if he doesn't eat his dessert, I have had some sport at the expense of four automobile dealers. The manufacturer apparently wanted me to take a special trip to Norwich to buy his car. I tried to buy one at Syracuse, Utica, and Auburn when I happened to be in those places. Finally, while in Providence, I had a friend buy the car, and resell it to me for the cost price. Immediately upon returning up-State I took the first opportunity to get oil from the Utica distributor, and tell him I bought the car at Syracuse. Some time later I told the Syracuse dealer that I bought it at Auburn, and the Auburn dealer that I bought it at Syracuse. Every last dealer passed the word along to the factory that so-and-so had pirated a sale from Norwich. And when it finally dawned on Norwich that I had bought three automobiles they puzzled a while about the lavish Scotchman, but tried to collect their commissions from the other distributors. Each dealer is warm under the collar at the others, and until the sales manager of the company—to whom it has been referred for arbitration—reads this, he will be wondering who is the liar.

The Joke Is on Somebody—But Who Knows Whom?

Of course there is a question as to whom the joke is really on, since freight charges were a little more at Providence. But psychologists have queer ideas of humor. If I could not have done something like this I am fearful that I might have started another reform band to do-something-about-this. But in the meantime, that is, before someone starts the reform organization, why don't the sales managers do something about this? Why don't they consider buying habits rather than rivers, square miles, and total population?

I wonder if they will make the innocent fellow at Providence give up his commission? Heaven help

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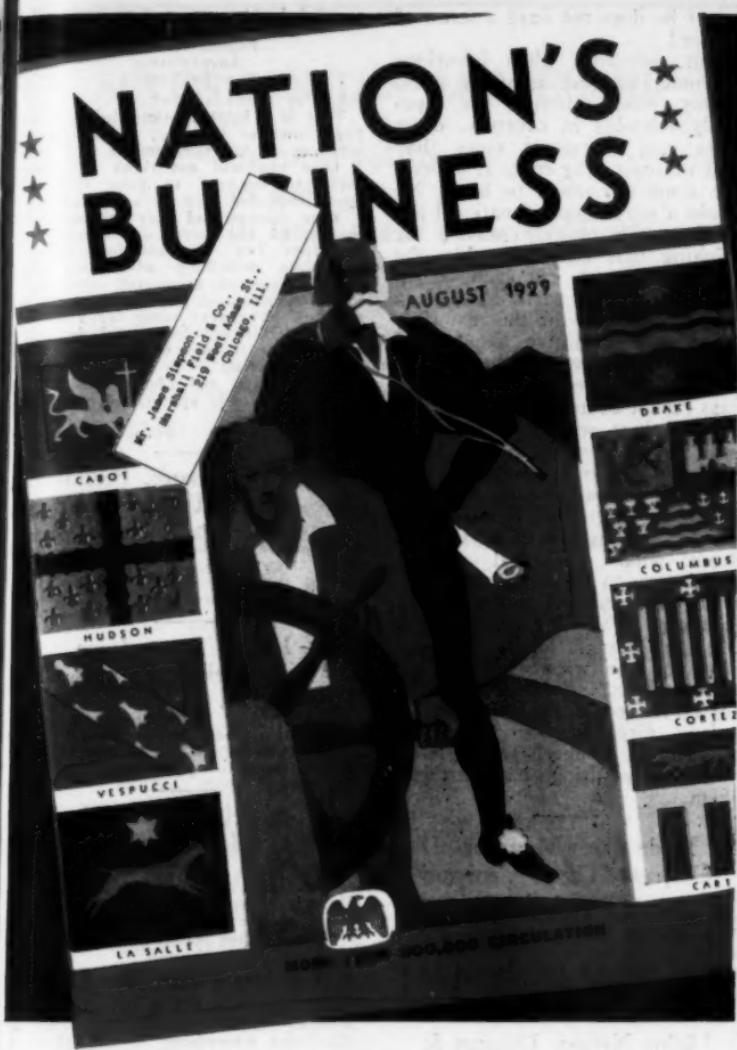
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W I read Nation's Business because
of its constructive character,
and its authentic expressions
of the nation's business men. //

JAMES SIMPSON

President, Marshall Field & Co., Chicago

me if he does not have a sense of humor!

But seriously, when luxurious Oriental rugs are used in sales-rooms, when salesmen are especially schooled in courtesy, when sales cost represents more than half of costs, why make it difficult for some customers to buy? No doubt a percentage of national advertising is entirely wasted by thinking that customers, like the Gaul, of Caesar, can each be divided into three parts. This is a serious problem for the manufacturer with exclusive agents and large territory where the product is such that a house-to-house canvass cannot be made. One solution is to reduce service needs to as near zero as possible, and cut territories up into tiny chunks.

Here is an opportunity for some survey organization to probe the lines of buying force, determining from what semi-rural districts people go to Syracuse, to Norwich, etc., and sell this to manufacturers as a guide for establishing territories. If having the retail store on the wrong side of the street will cut sales, so will trying to force people to travel in the wrong direction for twenty or more miles to purchase articles to which advertising has attracted them.

Made Sales Manager of Chrystal Tissue Company

Sherman Perry, former assistant to the director of publicity of the American Rolling Mill Company, Middletown, Ohio, has been appointed manager of sales for the Chrystal Tissue Company of that city.

Joins Nelson, Duncan & Harlow

Mrs. Florence J. Cowles, for many years society and club editor of the Boston *Sunday Advertiser*, has joined the staff of Nelson, Duncan & Harlow, Boston advertising agency.

Dates Set for National Publishers Meeting

The tenth annual meeting of the National Publishers Association will be held on September 18 and 19, at Buckwood Inn, Shawnee-on-Delaware, Pa.

Lightning Speed Service

FREDERICK SEID
ADVERTISING
SAN FRANCISCO

Editor of PRINTERS' INK:

This is a belated acknowledgment of your letter of June 12, which was in response to my telegram of that day. I hope you will not think my tardy reply in contrast to your lightning speed indicated lack of appreciation.

Your prompt and very thorough response to my wire was typical of PRINTERS' INK. I asked for clippings and data describing advertising and sales policies of successful advertisers in the lumber and building product industries. The very same day your reply went forward by special delivery, reaching me in time to make good use of the material.

Your prompt and wholehearted assistance was greatly appreciated, you may be sure.

FREDERICK SEID.

E. C. Faustmann, President, Royal Typewriter

E. C. Faustmann has been elected president of the Royal Typewriter Company, New York, to succeed George Smith, resigned. Mr. Faustmann formerly was vice-president.

Harry Trout Joins McConnell & Fergusson

Harry Trout, for many years with Soblaws, Ltd., Canadian chain store organization, has joined the Toronto office of McConnell & Fergusson, Ltd., Toronto advertising agency.

Crutchfield Agency Elects

J. C. Sims

John Clark Sims has been elected a vice-president of Crutchfield & Company, Chicago advertising agency. He will be in charge of the new office which this agency has opened at Philadelphia.

Appoints Frank H. Jones

Hodgson, Kennard & Company, Inc., Boston, jeweler, has appointed Frank H. Jones advertising service of that city to direct its advertising account. Magazines and newspapers will be used.

Woolen Mill Account to Chambers Agency

The Seymour Woolen Mills, Seymour, Ind., has appointed the Louisville, Ky., office of The Chambers Agency, Inc., to direct its advertising account.

Elco Appoints Ayer

The Electric Boat Company, New York, Elco boats, has placed its advertising account with N. W. Ayer & Son, Inc.

SEVEN MONTHS' LEADERSHIP

—in total volume
in gain
in important classifications

THE NEW YORK TIMES in seven months this year published 18,638,587 aggregate lines of advertising, a leadership over any other New York newspaper of 6,529,347 lines.

The Times' gain of 1,437,277 lines over the corresponding period of last year was more than 280,000 lines greater than the gain of any other New York newspaper.

In the following classifications The New York Times led all New York newspapers, morning and evening: Automobiles and Accessories, Clothing, Educational, Financial, Hotels and Restaurants, Local Display, National, Rotogravure, Tobacco, Resorts, Transportation, Real Estate, Publishers. In Department Stores The Times led all morning newspapers and in Radio all New York morning newspapers of standard size. The New York Times holds first place among all newspapers throughout the world in Educational, Financial, Real Estate, Resort and Transportation and Rotogravure advertising.

The censorship exercised by The Times over all advertising eliminates fraudulent, misleading and otherwise objectionable announcements.

The New York Times

SOME SIDELIGHTS ON ADVERTISING AS A STRATEGY

Culled from our scrap book

One of the most clarifying thoughts on the relationship of selling and advertising comes from the Ray D. Lillibridge agency:



"Selling starts the product (or the service) toward the consumer."

"Advertising starts the consumer toward the product (or service)."

Two distinct forces, working together toward the same end as pointed out, again, by W. T. Chevalier, publishing director of *Engineering News-Record* and *Construction Methods*:



"Advertising is a means and not an end. There is no advertising problem that is not an effort to solve a sales problem."

M c G R A W - H I L L

New York

Chicago

Cleveland

Detroit

St. Louis Philadelphia

AS INDUSTRIAL PUBLISHER SEES IT. 57 OF A SERIES



ok

the
mes

for the And again, this teamwork of selling and advertising is defined by the unknown Solomon who penned "The Vicious Circle!"

When somebody stops advertising,
somebody stops buying.

When somebody stops buying,
somebody stops selling.

When somebody stops selling,
somebody stops manufacturing.

When somebody stops manufacturing,
many stop working.

When many stop working.....

—well, it doesn't require an economist nor an editor of *The Business Week* to fill in the rest.

PUBLICATIONS

Philadelphia

Greenville

San Francisco

Boston

London

COMPLETING THE PROGRAM

IF you are making a national appeal to women, be thorough. In this day of radio, women are more national in their interests. Farm women and city women are much alike in their buying habits. Educational advertising has made them so.

A national advertising program is incomplete if it fails to reach the farm women. Advertisers with foresight use **THE FARMER'S WIFE** to complete their program because 900,000 farm women read it. **THE FARMER'S WIFE** is the only magazine in America published exclusively for farm women.

THE **FARMER'S WIFE**

The Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives
Standard Farm Papers, Inc. 307 North Michigan Ave.
Chicago, Illinois

Eastern Representatives
Wallace C. Richardson, Inc.
250 Park Avenue
New York City

Member Audit Bureau of Circulations

Consumers Who Fill Out Coupons— How Shall They Be Sold?

A Retailer Proposes an Alternative Plan to Manufacturers

By Arthur H. Van Voris

(Hardware Retailer)

AT the outset, let me say that I am heartily in favor of the national advertising that is used by many of the manufacturers whose products are sold in our store. It cannot very well help produce results, for by its indirect removal of sales resistance and its continual building-up of information, good-will, desire of possession and so on, it must have a beneficial reaction among readers.

It seems safe to assume that manufacturers who undertake national advertising for the principal reason of making sales must receive numerous consumer inquiries as a result of this advertising.

If they sell direct to the consumer, then this is a matter for their mail-order department, but if their method of distribution is through the retail trade, the best way of getting new purchasers is to refer such inquiries to the retailer who is located in the approximate territory of the consumer-inquirer.

The consumer reads about the product in a newspaper or magazine advertisement, writes a letter of inquiry and the retailer is promptly informed. He in turn should notify the local prospect that his store is the logical source of supply and shortly a sale will be consummated.

In theory, this is splendid and an ideal merchandising plan. It could not be improved upon—if it really worked out that way often enough to prove it.

My own opinion of the idea can come only from personal retailer experience. In general, I cannot report very favorably on results that have fallen to us when we have contacted prospects in our territory whose names have been referred to us by manufacturers. I wonder if many of these inquiries that go from local fields to the

manufacturers are not prompted to a large degree by impulse that is not substantiated by any active interest or intent toward a future purchase. Even in these days of extensive sales promotion, I suspect there are numerous folks who delight in opening and reading letters personally directed for their attention.

Two types of inquiries are referred to us by manufacturers; first, those sent by concerns whose product we sell, and second, those emanating from manufacturers whose products are not sold by us.

Let me give you a specimen of each kind of manufacturer letter:

No. 1 (from S. C. Johnson and Son)—

Gentlemen:

Mrs. (address) of your city has written us that she is interested in Johnson's Wax Polish and Electric Polisher.

We have advised her that you handle both Johnson's Wax Polish and Electric Polishers. We believe if you get in touch with her immediately it may result in some nice business for you. If you can't sell her a polisher, you will undoubtedly be able to interest her in renting the machine from you.

Our tremendous Spring National Advertising Campaign is now at its height. Beautiful color pages are appearing CONTINUOUSLY in (names of six national household publications).

We urge that you make an attractive window display on Johnson's Wax and Electric Floor Polisher. Do everything possible to let your customers know that you are handling these well known, extensively advertised articles. If you need display material, advise us and we will see that you are supplied.

Very sincerely,

No. 2 (from Beckwith-Chandler Company)—

Gentlemen:

Your customer listed above (name given at top of sheet), has sent us 25c for a trial can of B/C Linoleum Lacquer in response to our National Advertising, and has men-

tioned your name as the dealer from whom requirements of this nature are purchased.

We have mailed the half pint can and we are advising you of this so that you can consummate the sale of the B/C Linoleum Lacquer that will result from the trial can.

Kindly advise us if you are now stocking B/C Linoleum Lacquer so that we can refer additional consumers to you as received from our National Advertising Campaign.

Thanking you in advance for your co-operation, we are

Yours very truly,

(signature)

P. S.—B/C Linoleum Lacquer is sold through jobbers and is subject to a trade discount of% from the list shown on the enclosed pamphlet.

The local follow-up which the retailer can give to each inquiry sent him by a manufacturer is, of course, governed to a large extent by the nature of the possible sale involved.

If the product be an electric radio, a washing machine, an oil burner or an electric refrigerator, the retailer can well afford to supplement a letter on his own stationery with a personal call from some member of his selling force. In this event, he soon comes to learn first hand as to the validity of the inquiry that prompted a response to the manufacturer's national advertising.

When the merchandise is one of low retail cost to the consumer, he will probably have to content himself with a personal note to the local prospect, inviting her to call at his establishment for her purchase in this line.

And, regardless of results, in both cases, the cycle is complete when this final local contact has been made.

For our part, we have been only too glad to complete this cycle in one way or another and as a firm believer in the power and principles of modern advertising, it is with regret that I must state rather unsatisfactory results from following up such manufacturer leads.

My one conjecture is that the main urge prompting the inquiry is one of curiosity rather than a serious interest or desire to purchase.

I do not discredit the advertising in the least but I am convinced

there is a more direct method of reaching consumers of the *individual retailer*. And this is the direct mailing piece or mailing card that is sent by the dealer through his local post office to a list composed by himself. This affords an opportunity for just as much cooperation as the sales promotion department of the manufacturer desires to lend.

It can be anywhere from assuming the entire cost of the advertising material to any proportionate division of cost that may be arrived at with the retailer. Or the retailer can be encouraged in the idea and do it on his own initiative.

With a hardware business such as our own, that has been established for more than forty years, it is by no means difficult to compile a first-class mailing list among our customers and classify this list according to various kinds of merchandise. For example, from an absolutely authoritative source, we have just secured a list of local users of electricity and a mailing card dealing with an electrical product of positive daily use and subject to replacement, has been sent to each of these prospects. The manufacturer co-operated by supplying these mailing cards to us without cost. We got the local list and addressed the cards.

Such a procedure leaves little to chance, so far as placing selling information directly before the right prospect is concerned and the immediate tie-up with the local retailer is formed.

There is no waste energy.

Our organization operates a second business enterprise, entirely separate from the hardware store—the county franchise for a popular priced motor car.

From the sales promotion department of the car manufacturer, we received the idea of subscribing to a monthly list of car licenses in our county from which we select all prospects in our price class. And the second suggestion was the idea for a series of monthly mailing cards to be printed on Government postals. Again, there is no waste motion.

Naturally, we do not anticipate

Extry: **RADIO Section** **Swamps Dealers** **with Record Business!...**

THIS, Gentlemen, is what is very, very likely to happen. Southern California's Seventh Annual Radio Exposition takes the Spotlight during the week of Sept. 1st to 7th. And on Monday, September 2nd, *The Examiner* blossoms forth with a big, beautiful, business-packed Radio Souvenir Edition which is honestly going to eclipse any similar section ever published! ▲ Much as I hate the ancient and honorable habit of using superlatives, *this* is one occasion that justifies 14-karat enthusiasm. For our very special radio number is going to be a *knockout!* All the last-minute news of microphone land. Special articles by leaders of the industry. Illustrated features. Scads of pictures. Forecasts. *Everything!* It'll be so *outstandingly* good, and timely, and geared to the tempo of the event that dealers, distributors and manufacturers will hail it as the official mouthpiece of this highly important show. ▲ 120,000 folks attended last year's show. 1,000,000 tickets are being distributed for *this* year's show. Here's the entering wedge to a \$10,000,000 radio market in 1929. *Plus* a remarkable Radio Section which presents a really rare advertising investment. ▲ ▲ P. S. Get your copy in early!

LOS ANGELES EXAMINER **PUT YOUR MESSAGE BEFORE THE MODERNS**

making a sales contact with each of these prospects that will result in the sale of a new car from our display room floor but we are quite certain of placing our information before a large number of potential new car prospects who are located in our territory. Supplementing this mailing with later personal contacts from our car salesmen or associate dealers, a favorable and profitable cycle is completed, giving due credit to the extensive advertising in publications, on local outdoor panels and the attractive direct-mail literature sent to our specially selected names by the divisional sales promotion office—all splendid helps for the dealer.

Is it most profitable to both parties when the manufacturer sends names of possible prospects to the retailer, under the assumption that each inquirer was seriously prompted in making the inquiry or is it better for the retailer to select his own local list of names, being governed by conditions with which he should be reasonably familiar?

From retail experience, I am inclined toward the latter course of action.

C. R. Mason with Will Howell Agency

Carman R. Mason, for several years operator of his own advertising agency at Cincinnati, has joined Will Howell & Associates, Inc., Chicago advertising agency, as copy writer. He had closed his business to join the Economical Drug Company, Detroit, as advertising and merchandise manager, later serving in a similar capacity with the Beacon Drug Stores, Inc., also of Detroit.

San Francisco Agency to Direct Investment Campaign

The L. H. Waldron Advertising Agency, San Francisco, has been appointed by the Italian Investment Corporation, San Francisco holding corporation, to direct its stock promotion campaign. Metropolitan, country and foreign language newspapers are being used.

To Represent Koch's Railroad Magazines in East

H. I. Circle, publishers' representative, New York, has been appointed Eastern representative of the Irving V. Koch Company, which handles Koch's List of Railroad Magazines.

As Ever "For the Inspiration of the Young"

THE NEW YORK TIMES
NEW YORK, AUG. 9, 1929

Editor of PRINTERS' INK:

One of your "long-time staff members" flatters me with the wisdom of years. Those to whom he refers were "before my time." I am still a youth, though bright enough some twenty years ago to have "contributions" published by PRINTERS' INK but even that is so long ago I am not boasting about it to my intimates.

You may tell Maxwell Droke that I am as old a friend of PRINTERS' INK as I can be. However, I was so modest in those days that I wouldn't contribute without being asked. I can see now, as I undoubtedly did then, that PRINTERS' INK is in a class by itself, receiving the endorsement of those of long experience for the inspiration of the young.

HUGH A. O'DONNELL,
Assistant Business Manager.

Death of Walter B. Snow

Walter B. Snow, retired president of Walter B. Snow and Staff, Inc., Boston advertising agency, died on August 9. Mr. Snow was a charter member of the New England Council of the American Association of Advertising Agencies. He had been inactive in the agency business for some time, Walter B. Snow and Staff, Inc., having been in charge of Harold F. Bugbee as president.

W. L. Weeden with Crex Carpet

Walter L. Weeden is now in charge of the sales and advertising of the Crex Carpet Company, New York. He formerly was with the M. J. Whittall Associates, the George W. Blabon Company and the W. & J. Sloane Manufacturing Company.

Schick Razor Appoints N. W. Ayer

The Magazine Repeating Razor Company, New York, manufacturer of the Schick Repeating Razor, has appointed N. W. Ayer & Son, Inc., to direct its account.

Appoints C. A. Chandler Agency

The Boston Lightning Rod Company, Boston, has placed its advertising account with the C. A. Chandler Advertising Company, Inc. Newspapers and magazines are being used.

Has Radio Tube Account

The Dilco Radio Tube Corporation, Harrison, N. J., has appointed Chas. Dallas Reach, advertising agency of Newark, N. J., to direct the advertising of the new Dilco radio tube. Trade magazines, direct mail and newspapers will be used.



ONE OF THE 506 EXCLUSIVE ACCOUNTS

"Frederics" Permanent Wave is another of the 506 Nationally Advertised Products that used The Examiner exclusively in San Francisco during 1928.

Daily articles on the cultivation of personal charm, written by "Melisse", Beauty Editor of The Examiner, have made this a highly sensitized medium for the advertising of Beauty Aids—or anything else appealing to women readers.

Note: This does not include 102 exclusive Financial and Automotive Accounts that bring the total to 608.

WOS
MAN



San Francisco Examiner

Monarch of the Dailies

One of the 28 Hearst Newspapers read by more than 30 Million People. Member International News Service and Universal Service. Member of Associated Press. Member of Audit Bureau of Circulations.

W. W. CHEW
235 Madison Ave.
NEW YORK CITY

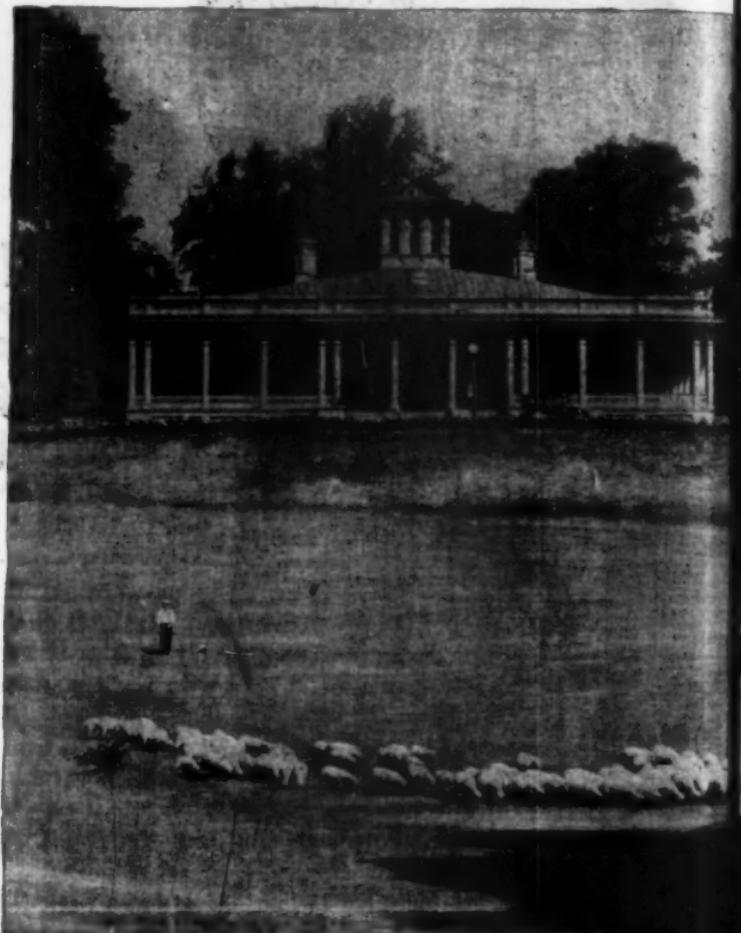
A. R. BARTLETT
3-129 General Motors Bldg.
DETROIT

J. D. GALBRAITH
612 Hearst Bldg.
CHICAGO

T. C. HOFFMETER
625 Hearst Bldg.
SAN FRANCISCO

Aug. 15, 1929

Aug. 15



PROSPERIT

in Baltimore

TO Baltimoreans prosperity means financial profit. But it means more than that. First, financially:

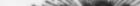
During the first six months of 1929, deposits in the 22 State banks and trust companies in Baltimore increased \$9,643,594.67.

But Baltimore prosperity is also reflected in the home life of the community. On September 12-15 Baltimore, City of Homes, celebrates its 200th birthday.

For over 92 years The Sunpapers have been going into the homes of Baltimore and suburbs. In steadily increasing numbers Baltimoreans buy and read The Sunpapers. Here are the latest circulation figures:

THE SUNPAPERS in JULY
Daily (M. & E.) 292,888
9,854 Gain over July, 1928

THE MORNING EVENING SUN SUNDAY



JOHN B. WOODWARD
Buwery Bank Bldg., 110 E. 42nd St.
New York

GUY S. OSBORN
360 N Michigan Ave., Chicago

C. GEORGE KROGNESS
First National Bank Bldg.
San Francisco

JOSEPH R. SCOLARO
General Motor Bldg., Detroit

A. D. GRANT
Constitution Bldg., Atlanta, Ga.

The BOOTH NEWSPAPER AREA

ONE OF AMERICA'S 15 LEADING MARKETS

You Can
Divide This
1,350,000 Population
Market Into 8 Sections

Imagine the economy and convenience of dividing a market the size of St. Louis, San Francisco, or Pittsburgh into eight compact, separate sections!

Picture the advantage of releasing your advertising in each section separately and securing complete coverage of each section. Picture also the economy of using a small sales crew and routing them from one section to the other.

You Then Have a Picture of
the Advantages of
the Booth Newspaper Area

Grand Rapids Press	Flint Daily Journal	
Saginaw Daily News	Jackson Citizen Patriot	Muskegon Chronicle
Kalamazoo Gazette	Bay City Daily Times	Ann Arbor Daily News

I. A. KLEIN, *Eastern Representative*
50 East 42nd St., New York

J. E. LUTZ, *Western Representative*
180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, INC.

Central Office, 2500 Buhl Bldg., Detroit or any newspaper listed

Can Salesmen Sell More Than One Line Well?

The Side Line Always Looks Good Theoretically But It Seldom Works Out Successfully

By A. H. Deute

General Manager, The Billings & Spencer Company

SOME years ago a man with a sales problem told me of a proposed solution: "We've taken over a factory making a line which is in some ways like ours, selling through the same channels of trade, but still enough different so that it cannot be said to conflict in any way. The additional line, if it can be sold by our present sales force, ought to pull our selling expense down a lot. I'm figuring on trying it out."

His was an old problem—that of getting the sales expense per unit down to a lower point through having the salesmen double up and handle a second line. It is one of those things which just about every sales manager has to try a few times. I know one sales manager—an old-timer—who told me a while back that he has to try it every ten years. In theory it sounds so attractive that every so often he makes an effort along those lines.

"It's a good deal like trying out a certain type of fly when you're fishing," he told me. "You know from experience that it isn't a fly suited to brook trout in Eastern waters, but then you're having a bad time of it and you figure you might as well take a chance with it. Maybe it will fool some fish who never saw it."

In theory, the dual or triple line for the salesman is a splendid idea.

THEORETICALLY, one of the best ways to reduce sales expense is to give the one line salesman an additional line to sell. In fact, the elimination of expensive sales forces is given as one of the benefits of some mergers. But the results are not always as expected. Many companies have tried giving their men another line and later have had to hire an extra force to sell it.

Mr. Deute quotes several sales managers and salesmen who have experimented with side lines. Their views should help anybody considering this plan.

One figures it out this way: A salesman is calling on, say, 200 accounts. It takes him two weeks to do the job and then he starts around again. The selling cost is high because of the size of the orders which the salesman gets. So it is easy to figure out on paper that if the salesman were given another, non-competing product to sell, then, while he is once in the store, he could just as well take the dealer's order for that item as well. In that way, sales would be increased, if not doubled, while the selling cost would be materially cut down. Carried a bit further, one can figure out how three and even four or more lines can thus be put together and a big volume of business be built up with increasingly lower selling cost.

It was along these lines that my sales manager friend of some years ago figured. I saw him recently and one of the first things I asked him was why he had abandoned the plan of having his men sell the two lines and had gone into a dual sales force plan.

His answer was this: "I've found that giving the average salesman two lines to sell doesn't increase his volume materially. Nor does it reduce his selling cost to any extent. There are many reasons why such a plan should succeed, but when it gets into actual

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practice usually it doesn't work."

This multiple line sales system is one of the most interesting subjects for sales managers and salesmen to discuss. Theoretically it is such a sound and sensible move; getting your sales force to sell two or three lines instead of one; letting one sales force do the work of two, if not three; making two or three orders grow where one used to grow.

I tried it during the last few months, simply because I could not be convinced that under the right conditions it would not be a fine thing to do. As usual, it worked out badly. I tell myself now that I knew better before I started, but still one does those things.

We have three separate and distinct lines made in the same general manufacturing department. In a way, they are inter-related. One line consists of forged steel wrenches and other tools. Another line consists of rough forgings from which buyers of such products make other finished tools. Then there are certain pieces of machinery which are bought of us for doing this type of work. All in all, a good man ought to handle all three lines.

But things did not work out that way at all. Here is one typical instance, that of a salesman in the Middle West. For years he had made a good sales record selling one of the lines. But many of the buyers upon whom he called bought both lines. He might as well double up, making himself worth more to the company and to himself. In any event, it would save much in traveling expenses.

But the result was this: The additional line which he took on fascinated him extremely. In gross volume of business, it ran into money faster. Although a thousand dollar order in this second line does not produce the net profit which an order of a quarter that size does in the first line, nevertheless, the salesman enjoyed the thought of the big money order. His effort went into that line. But he did not know much about its technical phases. He was not a good salesman in

that line at all. In short, a good salesman was given a serious setback. Nothing worth while was accomplished by doubling up.

A few years ago, it was the custom to have confectionery salesmen double up and sell biscuits at the same time. Biscuit salesmen retaliated by adding confectionery to their line. "Candy and crackers" seemed a good combination.

I recall one successful confectionery salesman who worked a territory on the basis of 10 per cent commission. He was making about \$500 a month gross, with very little expense attached. He analyzed biscuit sales in his territory and found they bulked up somewhat larger than his confectionery possibilities. So he scurried around and got himself a biscuit line. He planned on making not less than \$750 a month in commissions. But within two years he was back again working only candy.

Looked Good on Paper

"There are several reasons why the plan looked well on paper, but failed in practice," he told me. "In the first place, I didn't realize until I got into it that while I knew a good deal about candy, I didn't know a thing about biscuits. I had to learn a great deal. Just showing samples and quoting prices did not get me very far in competition with men who knew how to sell biscuits.

"Another thing I found was that the trade knew me as a candy salesman and did not want to regard me as a cracker salesman. More than one merchant asked me if I was trying to hog the whole field.

"On top of that, I found that one of my best friends on the territory, who had sold a biscuit line for years, had, in self defense, taken on a candy line. So neither of us accomplished anything. He had candy for a side line and I had biscuits for a side line. Each one took something away from the other man. Before long, we got together and realized that our volume wasn't increasing, but that, on

IF YOU LIVED IN SOUTHERN CALIFORNIA

You would revel in its varied outdoor sports,—tennis, golf, polo, boating, hiking, swimming, hunting, fishing, motor-ing.

Your car would be in service 365 days of the year,—whirling you away over scenic highways to natural recreational wonderlands, on week-ends and impromptu vacations.

You would require authentic data on road conditions, new routes, spots of unusual interest, and seasonable sports and diversions.

Only one medium could furnish you with this information. Every Sunday the popular new section of the Los Angeles Times—"The Great Outdoors"—would bring to you the crisp, pungent news of the week in motordom,—the vital facts about roads and routes,—the vivid pictures of things to see, and do.

Joining its eager, motor-minded readers you would make it your road map of Outdoorland.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co., 380 N. Michigan Blvd., Chicago. 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Co., 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

the contrary, other candy men were eating into my trade while I was fussing with biscuits, and other biscuit men were cutting into his biscuit trade while he was worrying about candy."

There are two things which sales managers are constantly warning their men not to do:

First, not to try to take on too much territory, and, second, not to waste their time with side lines. All sales managers recognize the fallacy of those two very common moves. When a salesman is not getting the business he ought to get, he begins to think of more territory as the panacea. If not that, he begins to think about adding a side line which will enable him to make \$5 or \$10 an evening.

Not long ago I talked with a malted milk salesman whom I have known for some years. He knows his trade and his trade knows him and has confidence in him. It was natural for him to feel that his stock in trade is the good-will of his customers. He often used to say to me that rather than take his line into another territory he would quit the line and sell something else of merit to his trade.

About a year ago he told me that he had to earn more money and had taken on a vending machine proposition which he could place with his regular trade and which should make him \$10 per day on the original installation and before long should make him \$100 a month more on refills.

"And the beauty of it is that it doesn't conflict with malted milk at all—doesn't even belong on the soda fountain. Nobody could object to it in the slightest."

Last week he told me how it had worked out. "I cut it out after the first month. Nothing wrong with the thing itself. If I were out of a job I could make a living pushing it and nothing else. But the only time I could properly put into selling it was evenings when I was through with my malted milk work. I found out, though, that if I wanted to put in five or six nights a week working hard, I could do myself more good

hustling up business on malted milk. When I came to analyze it, I saw that my malted milk chances were so greatly undeveloped that I could not expect to exhaust them, let alone thinking of making money with a side line."

What that man found out with his side line, a knitting mills executive understood with reference to his own line. He is one of the outstanding men in the country in the making and selling of bathing suits. I asked him one day why he did not go into hosiery or some other knit line and thus have more for his men to sell.

"I'm trying to do a million dollars a year business in bathing suits," was his reply. "When I reach the million mark, I know that it will be easier to do two million in bathing suits than to do a million in bathing suits and a million in hosiery. So I'll push the one line. Salesmanship is becoming a specialized business these days, just as manufacturing is, and far from a man being able to be a first-class bathing suit salesman and also a first-class hosiery salesman, the chances are that doubling him up will make him a number two man in each line. What we need is better salesmen, not poorer ones whose interest is divided.

"If I had a hosiery business along with the bathing suit business, I'd carry two sales forces."

I saw a report recently stating that this man's company should do about a three million dollar business in bathing suits this year, so he is evidently on the right track.

One of the strongest arguments against asking a salesman to handle two or more lines is that advanced by a highly thoughtful old salesman who said to me;

"When you give a salesman two or more lines to sell, you are going to give that man a Number One line, a Number Two line and a Number Three line, and so on.

"Even though the salesman knows each line is one in which his house is interested and means to do his duty by all three, that salesman has his preference. Unconsciously, one of those lines will

GIVE IT WINGS



Some of the best minds in some of the best agencies are now preparing copy for the first issues of **The Business Week**. To those thus engaged, we say, "Give it wings!"

For **The Business Week** believes that business is a live and vibrant thing; that business beings are human beings; and that business advertising need not be stodgy to be business-like.

The swift, compelling news copy, the well-turned layout, will find a fitting background in **The Business Week**.

THE BUSINESS WEEK

A Journal of Business News and Interpretation

FIRST ISSUE SEPTEMBER 7TH

A McGRAW-HILL PUBLICATION

Why Will The Operate Five Stores

ON August 6th The Halle Bros. Co., large Cleveland department store, announced the opening of other stores under its management in Canton, Warren, and New Castle. Recently opened by Halle Bros. are other stores in Erie, Pa., and Mansfield, Ohio.

Here is more proof of the fact that Northeastern Ohio is composed of a great number of individual markets and market centers—each sufficient unto itself, each with its own local news-



Facade of The Halle Bros. Co. Main Store, East 12th Street and Euclid Avenue, Cleveland. Long recognized as one of the largest and best-equipped retailers of quality merchandise, this organization has recently expanded its influence over the entire northern Ohio section thru the establishment of outlets in five other markets of the area. It is rumored that others are to follow.

papers, each trading in its own local stores.

The Halle Bros. Co.—shrewd merchants—have found that the people of northern Ohio who live outside The TRUE Cleveland

The Cleveland P

Detroit • Atlanta
San Francisco

T H E A D V E R T I S I N G U

NATIONAL ADVERTISING
230 Park Avenue, New York City

N. Mich.

Halle Bros. Co.

Stes in N. E. Ohio

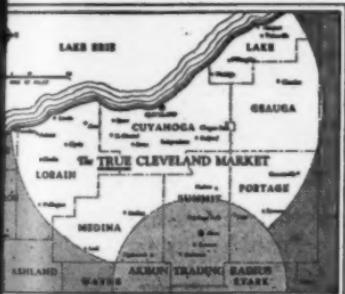
Market do not come to Cleveland to buy, do not read nor respond to advertising in Cleveland newspapers. So, this great organization has established outlets in five of these northern Ohio markets, and will advertise in the newspapers which will build business for them—in the *local* newspapers.

Do as Halle Bros. are doing, as The May Co. (another large Cleveland de-

partment store) has done; as manufacturers and distributors of every type of product do—establish outlets and sell your proposition in *all* the thriving markets of northern Ohio, sell it thru the newspapers which adequately cover these markets, the local newspapers.

The TRUE Cleveland Market is the largest and most important of these trading areas. Akron isn't in it, nor is Canton, or Youngstown, or any of the other cities in which The Halle Bros. Co. has established outlets. Thirty-five miles in radius, it contains all the people who buy in Cleveland and respond to advertising in Cleveland newspapers. Less than two million in population, it is the *only* area of Cleveland business influence.

Here, The Press is your *First Advertising Buy!*



ight independent market authorities agree that The TRUE Cleveland Market is as
tured here. There is only one Halle
s. store in this area. Soon there will be
others within 100 miles of Cleveland—
not in The TRUE Cleveland Market!

Press

ISING DEPARTMENT
N. Michigan Blvd., Chicago

UY IN CLEVELAND



First in-
Cleveland

Philadelphia
Los Angeles

have his best attention. And while that line will be well sold, the others will suffer. It's better to put it up to a salesman to make good on a single line. Make that line so good, make it so salable that the salesman can give it all his attention."

I heard two men discuss this not long ago and one of them said: "Well, look at the wholesalers and the packing houses. Look at the variety of products they carry!"

And the other replied: "Yes, look at them. Talk to any wholesaler and ask him why he can't get back of your line as he should and he replies that his men have so many things to do that they cannot give much attention to any one line. He tells you that the most his men can do is write down what the buyer wants and that if you want your line really put over, then you must put on some missionary men."

A New York sales manager who began his business career in a packing house sales force many years ago told me recently that in spite of all the manifest difficulties, sooner or later he is going to have his men sell a variety of lines. "I'm going to look to those men to keep up distribution on all our products. I will, if necessary, carry a few high-powered specialty men to bolster up distribution in any territory on any product which may seem to require it."

Advertising No Weakness of the Plan

Isn't that admitting the weakness of the plan and undertaking to try to make it work in spite of its evident weaknesses? In other words, he is going to start right in with a group of men who will be asked to divide their time among several products. Knowing that that is not sound, he will prepare and put in behind them a group of specialty men. How soon will the general group be extravagant and wasteful? How soon will the real burden fall upon the specialty men? Where will this plan influence the selling cost downward? And what will competition be doing all this time?

To Publish Automotive Parts Catalog

Ben Forsyth, formerly sales promotion manager of the Diamond Motor Parts Company, St. Cloud, Minn., now Aluminum Industries, Inc., has entered the catalog publishing field as head of the Ben Forsyth Publishing Company, Minneapolis. The new company will publish "Forsyth's Qwik Find Automotive Parts Catalog."

M. K. Reckord, General Manager, Izaak Walton League

M. K. Reckord has been appointed general manager of the Izaak Walton League of America, Chicago, publisher of *Outdoor America*. He succeeds the late Fred H. Doellner. Mr. Reckord was recently with the national staff of the American Red Cross, where he served as national director of disaster relief field operations.

Frank Keating with Anderson, Davis & Hyde

Frank Keating has been appointed art director of Anderson, Davis & Hyde, New York advertising agency. He formerly had been with Cowan, Davis & Dengler, now Cowan & Dengler, Inc., R. H. Macy & Company and The Blackman Company, all of New York, in a similar capacity.

Joins W. S. Kirkpatrick Advertising Service

R. B. Laing, for the last several years advertising manager of *Crown's Pacific Coast Lumber Digest*, has resigned to join the W. S. Kirkpatrick Advertising Service, Portland, Oreg., to manage a new department which that agency has organized to handle lumber accounts.

"Confectioners Journal" Starts Spanish Edition

The *Confectioners Journal*, Philadelphia, began publication with a July issue, of *Revista de Confiteros*, a Spanish edition for circulation in Latin America. It will be published every two months.

Ned Lewall Joins Logan & Stebbins

Ned Lewall has joined Logan & Stebbins, Los Angeles advertising agency. He will work on advertising placed for clients in South America.

Appointed by Atlanta Agency

E. M. Lusink, formerly with the Journal Engraving Company, Atlanta, has been appointed art director of Groves-Keen, Inc., advertising agency, Atlanta.

**“—and when we got it
home it was just like
the picture!”**





ART GRAVURE

DESIGNERS *and* PRINTERS *of*
ROTOGRAVURE ADVERTISING

Picturize Your Merchandise in Rotogravure—and Watch Your Sales Increase

A buyer who has been induced by a picture to examine and to buy an article is always gratified to find that the actual article confirms the mental impression conveyed by the picture. Such an occurrence is a subtle justification of the taste and good judgment of the buyer. And the advertiser who created such an impression has paved the way to additional future sales to the same buyer.

That is one of the greatest sales assets of the photograph—its high percentage of believability. Reproduce that believability thousands of times—superbly, in rotogravure—and you have a confidence-creating sales message that will attract thousands of buyers.

You will find many interesting suggestions for picturizing your merchandise in rotogravure in our book, "Sold at First Sight," which has created a sensation in the advertising world since its publication last spring. How to use pictures to sell any sort of commodity or service is told pictorially in its pages, with many examples of how successful firms known to you are using rotogravure in their business.

We shall be glad to send you a copy of this book, and specimens of work done by us for your type of business.

Mail Coupon on Next Page for Your Copy

CORPORATION

General Offices: 406 WEST 31st STREET, NEW YORK

Telephone, Chickering 8655

NEW YORK

BOSTON

CHICAGO

PHILADELPHIA

CLEVELAND

Commercial Rotogravure Printers

As commercial rotogravure printers, we offer advertisers and buyers of printing a complete service which insures successful production of effective, selling, printed matter, whether it is a tiny package insert or an elaborate catalog.

Our service embraces layout, copy, photography, and art work in addition to the mechanical processes, all or any part of which service is available to you as necessary to complement the facilities of your own organization.

Mail the coupon below for our book, completely descriptive of our service, and its profit possibilities for you.

ART GRAVURE CORPORATION
DESIGNERS AND PRINTERS OF ROTOGRAVURE ADVERTISING

General Offices: 406 West 31st Street, New York, N. Y.

NEW YORK • BOSTON • PHILADELPHIA • CHICAGO • CLEVELAND

ART GRAVURE CORPORATION

406 West 31st Street, New York, N. Y.

Without obligation, please send us a copy of your new book, "Sold at First Sight," as offered in Printers' Ink, August 15, 1929.

Firm _____

Address _____

Attention of _____

Advertising Urged as Interpreter of Nations' Aims and Ideals

Speakers at Berlin Convention Emphasize Diplomatic and Educational Aspects of Advertising

PRINTERS' INK HEADQUARTERS

BERLIN, AUGUST 13,

(Special by Cable)

POKESMEN of business interests on both sides of the Atlantic paid special tribute to the inherent power of advertising, not only as an economic force, but, more especially, as an interpretative agent to clear away misunderstanding, thus assuming a potent influence in promoting peace among nations, at the opening sessions of the convention of the International Advertising Association. The theme of the convention was succinctly expressed in the address of Jacob Gould Schurman, American Ambassador to Germany, who called upon advertisers of the world to devote their skill and talents to "the interpretation of the nations of the world to each other."

This problem, said Dr. Schurman, has not yet been solved, or solved only very inadequately, by diplomatists, even with the help of the journalist. "Now, if advertising can beat us at our own job," he said, "we shall most heartily welcome them into the arena."

Under such a summation it was natural that the attention of the delegates should be drawn to a consideration of those problems which are foremost in international discussion. Two of these problems, peace and tariff, were given prominence in the remarks of other speakers.

The American tariff was the object of a sharp attack by Lord Riddell, British newspaper publisher, who also directed several shafts at the policy of the Federal Reserve Bank. He expressed the opinion that business men of the world are solely concerned with the development of friendly relations between peoples of the world. At the same time, he cautioned the delegates to remember

"for both psychological and economic reasons that trade cannot be one-sided and must be mutually beneficial and conducted on terms that will enable one nation to discharge its obligations to another."

The first meeting was held in the flag-draped Radio Hall with Hans Luther, former German Chancellor, and Charles C. Younggreen, president of the I. A. A., presiding jointly. There were in attendance about 2,600 delegates, including about 1,000 Americans and 250 British representatives with the registration desk still besieged by others. The official theme selected for the convention was "Advertising, the Key to World Peace and Prosperity." Delegates have searched for a more specific theme, however, and at the time of cabling, demand for lowering the tariff walls that hinder international trade is making itself felt. Speaker after speaker has denounced the tariff barriers.

Monday noon saw the convention move from the enormous Radio Hall to the more intimate Winter Garden vaudeville theater.

Plagiarism of Type, Copy and Art to Receive Attention

European delegates are concerned with problems of less international importance and promise violent speeches later this week on plagiarism of design, types, copy and art. A resolution will be put to the convention asking sympathy and support for the next international session of type founders, designed to bar stealing of new type faces. They also plan to protest against British and American advertisers who, it is claimed, use literal and often inaccurate translations of copy instead of patronizing German agencies.

At a full dress banquet held last night the Earl of Birkenhead

made a plea for Europe to save itself by its own efforts and without American aid. His address was delivered with much difficulty owing to pandemonium, registering the restlessness of the audience and its dissatisfaction with both poor acoustics and the oppressive heat. Despite the intervention of Dr. Luther who addressed the audience in several languages, requesting quiet in justice to the speakers, the noise continued and speakers could only be heard by those seated near the official table.

Everywhere in Berlin one meets people waving the symbolic bronze keys distributed to all delegates. From the social side, Berlin is proving to be a wonderful host. Each delegate has a book containing over a hundred tickets giving free admission to breakfasts, tea-parties, beer in the evenings, museums, art galleries, visits to factories, trips to flying fields with cheap flights, and many dances.

Speeches of welcome at the opening session were made by the Prussian Minister of Commerce and other German officials. These were answered by Mr. Younggreen, Walter A. Strong, Harry H. Charles and Sir Ernest Benn, who made a notable *ex tempore* speech in place of Lord Riddell, who was overcome by heat, but who recovered Monday.

At this ceremony, the 1924 resolution in favor of world peace was read and it was recalled that the first speaker at the London conven-

tion was Frank H. Kellogg, then American Ambassador to Great Britain, who later gave evidence of good faith by promoting the Kellogg pact.

Tuesday night the whole convention is attending a beer evening as guests of the German Government, while a party of 500 is visiting Potsdam Thursday as guests of Berlin. Six hundred delegates caused amusement in Bremen by eating three breakfasts each as guests of various welcoming bodies. Berlin is gaily decorated everywhere and a large wooden arch, advertising the convention, has been placed across the famous Unter Den Linden.

American delegates see this convention as a last opportunity to impress Europeans with the importance of publishing truthful facts about advertising. They spend much time beseeching the Continental press to institute an Audit Bureau of Circulations and standardize rates. It is anticipated that nothing will eventuate for many years, however, for German and French publishers, especially, are afraid to lead.

The official business meeting tomorrow (Wednesday) promises interesting developments when the I. A. A. ceases to exist for practical purposes. What probably will happen is that the American association will agree with its European affiliations to send official limited delegations to each other's conventions every three or five years.

Said at Berlin

Random Paragraphs Picked Up from Convention Speeches

EDWARD A. FILENE, president, Wm. Filene's Sons Company: I have been in business forty years or more. In that business experience I have had to think a great deal, not only of advertising, but of many other matters, to keep me out of the bankruptcy court. Naturally, I have formulated in the process some rules for success which I have found to work well in prac-

tice. I am going to use those of them which apply to advertising as a text for what I have to say to you today.

First: Advertise largely and courageously the things the people want and will be helped by owning.

Second: Tell the exact truth in your advertisements, being sure to understate the good qualities of your products.



STATISTICS establish the general preference for evening newspapers by advertisers appealing primarily to *women*. That preference is expressed emphatically in St. Louis.

When considering the *man* appeal of St. Louis newspapers, consider this fact: The St. Louis Star in automobile advertising, for example, gained 64,216 lines—40%—during the first six months of 1929 (figures from Media Records, Inc.). And increases were made in financial, tobacco, railroad and real estate advertising.

Whatever the advertising job, it can be done more thoroughly and economically by using The St. Louis Star and the other large St. Louis evening newspaper. National advertisers in constantly increasing numbers, are proving it.

THE ST. LOUIS STAR

National Advertising Representative—GEORGE A. McDEVITT CO.

Third: Do not lie. If a man must lie, let him do so without advertising his iniquity.

Fourth: If you do not sell great quantities by this method, then improve the value of what you are advertising until it is more surely the best value in the market.

Fifth: If you do not then sell greater quantities in this way, then advertise still more courageously.

Sixth: The greatest business successes of the next ten years are going to be the business men who are at the same time the most truthful and the most courageous big advertisers.

* * *

J. D. Mooney, president, General Motors Export Corporation: There is no more reason why we economists should accept the inevitability of some of our present economic ills and misery, than for the scientist to have accepted the inevitability of smallpox, yellow fever, or bubonic plague. Let us make the printed word useful in lifting the world out of its economic morass. We need an economic renaissance. We must throw off the superstitions and traditions of the economic Dark Ages.

* * *

Louis Wiley, business manager, *New York Times*: Censorship is not advocated merely to increase the value of advertising space and the rates charged for it. The business value of censored advertising columns is mentioned merely to reinforce the fundamental truth that censorship is the duty of the publisher to his readers. It is his obligation to do his utmost to see that his readers are not defrauded or misled. A newspaper or magazine should not have a high standard of character in its news and editorial columns and a low standard, or none at all, in its advertising. It is difficult to see how a publisher can reasonably expect his news to be believed and trusted if he accepts no responsibility for the advertisements in the columns adjacent. He publishes both news and advertising, and thus establishes his responsibility for both.

Censorship does not imply a guarantee of advertising. No pub-

lisher can or should accept legal liability for all statements made in advertising. It is an impossible task for any publication to verify every statement in announcements concerning merchandise or services, and no advertiser should be permitted to shift to the publisher the financial responsibility for the statements the advertiser makes in his copy. The publisher can and should, however, see that the only firms admitted to his columns are the kind which do guarantee their statements.

That is placing the guarantee upon the shoulders where it belongs.

* * *

C. C. Younggreen, president, International Advertising Association: Our leaders have given unselfishly of their time and thought and they have developed a formula which bids fair to satisfy the increasingly intricate conditions of business and to afford a working method for solving at least some of its more pressing problems.

That formula is still to be simplified; it is still to be so set forth that it can be accepted with clear understanding by the business world. But it is a start; it opens the door to our own greater fields of service. . . .

Five Fundamental Equations

At this time it will be sufficient to present the fundamental equations of the formula. There are but five of them.

Nearly two score commercial activities are listed under the general head of "advertising," with most of them intensively developed into the standing of distinct operations and named industries, with specific practices, technique and processes bounded by general public acceptance. It is indeed time that we should orient these numerous activities and endeavor to set forth the basic rules which govern them.

The first of these rules is: "Continuity Is Paramount!" The bridge—or I should rather call it flux—which will insure the stream line of continuity from raw material to ultimate destroying consumer is today offered by organized advertising. The development of this

MARKET TEMPERATURE

THE temperature of a market is reflected in its dominant medium, always. The Times-Picayune, for instance, in New Orleans . . . no other medium so feels this market's reactions. Right now . . .

—July, 1929, The Times-Picayune's daily circulation average topped the 100,000 mark for the first time.

—The close of July saw The Times-Picayune half a million lines of paid advertising ahead of the same period last year . . . a lineage gain greater than the combined gains of all the other New Orleans newspapers.

—In seven months a national lineage total greater than the afternoon-and-Sunday field combined, with a gain over the same period in 1928 greater than the combined gains of all other New Orleans newspapers.

—In seven months a 63% lead in local display advertising over the next New Orleans paper, and, of course, more classified than all the others combined.

The Times-Picayune

In New Orleans

Representatives: Cone, Rothenburg and Noee, Inc.

Pacific Coast Representatives: R. J. Bidwell Co.

Member 100,000 Group of American Cities, Inc. Member Associated Press

Aug. 15, 1929

The Dairy Shifts

SINCE 1920, thousands of little mergers have been quietly taking place out on farms thruout the North Mid-Western states—the 13 "Heart" States.

Farmers have been merging dairy herds with their grain and livestock enterprises. Today, farmers in the "Heart" States not only supply the millions of people in the Mid-West, but also, they are supplying the East with increasing amounts of market milk, cream, butter and cheese.

Dairying is not new to Successful Farming. It has always led all other general farm magazines in devoting a large share of the total editorial content to dairying.

Successful Fa

MORE THAN ONE MILLION
The Meredith Publishing Company

Branch Offices: NEW YORK . . . CHICAGO . . . ST. LOU

Industry Westward

More than half
of all the dairy
products in the
United States
are produced in
13 of the 48 states
—the 13 North
Central "Heart"
States.

The largest share
of the farmers'
cash income in
the "Heart" is
derived from
dairy products.
Naturally, they
want dairy in-
formation.



THE THIRTEEN
"HEART" STATES

Farming

ON
ILLION CIRCULATION
Company, Des Moines, Iowa

LOU
. KANSAS CITY . . . MINNEAPOLIS . . . SAN FRANCISCO

GAINS

Total Local Advertising
58,628
LINES GAINED

Total National Advertising
239,684
LINES GAINED

Financial Advertising
101,755
LINES GAINED

(For the 7 Months Ended July 31)

Boston Evening Transcript

Highest Ratio of BUYERS to Readers

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

equation will cover the growing appreciation of business that the sale, which is held to be the ultimate reason for advertising, depends on factors which go all the way back and all the way forward, and that advertising must logically parallel all of those steps.

"Publicity Parallels Production." This is the second equation and closely follows the first. Advertising is still to be accepted as a power which moves concurrently with the industrial line of continuity rather than a power to be directed solely upon one element of that continuity.

"The Whole Is Greater Than the Sum of All Its Parts." This paradoxical statement, the third of the equations, is the very life blood of organized advertising. . . . Here is the slogan of our profession and the inscription on the banner which we are to follow to the green fields of prosperity.

"Advertising Must Be of the Place of Sales." Strictly speaking, there can be no such thing, even in the abstract, as universalism, internationalism, if you please—of advertising, because of the fundamental fact that advertising seeks results which are dependent upon individual conditions.

When we consider the enormous variations as they exist in America and in other countries and between those other countries, we may well pause to consider the extent to which we dare carry the thought of internationalism in the application of advertising.

The fifth of the equations of our formula is "Education Imposes Obligations." . . . I submit that as it is the duty of the individual advertising practitioner, individual or organization, to consider every condition which affects the business of his client, so it is the duty of organized advertising to consider those same conditions in their larger aspect as they affect industry as a whole.

. . . When our slogan is "Truth in Advertising" and our program is "Finding of Facts," who is better qualified than ourselves to give the facts and to proclaim the truth?

P. W. Meyeringh, managing director, n.v. Hercules Powder Company, Rotterdam: The average American had and still has little time to give to minor matters, because of the enormous scope of activity in his country, and therefore is satisfied, up to a certain point, to let others decide which product he should use for many purposes of daily routine consumption. The European manufacturer finds himself confronted with a customer who, not having the opportunity for rapid development, has come to look upon matters of everyday routine as comparatively important, enough so to express a decided individual desire with regard to even small items in products of daily consumption. This naturally makes it very difficult for the European manufacturer to standardize on one quality or packing.

Of course, from the economic point of view, there can be no doubt that the American situation is the ideal one, but from an advertising standpoint one has to face the situation as it is.

In some advertisements this fact is very pronounced. The average American is more inclined to be satisfied with the word of a reputable manufacturer regarding products of minor importance, and it is more a question from the advertiser's point of view to impress the potential American customer with the name in connection with the product. The European consumer, on the other hand, wants to know a lot more about the product before taking it, and his natural conservative attitude will make it necessary for the manufacturer to approach the advertising from a different angle.

* * *

Bernard Lichtenberg, vice-president, Association of National Advertisers: Briefly, advertising is the publishing of information by and *at the expense* of the party with whom it originates.

The first step in getting the most out of advertising is to determine the appropriation out of which the advertiser can get most.

As I began to review the work of the A. N. A. and other organizations with this international convention in mind, it became evident to me for the first time that their contribution to getting the most out of the advertising appropriation is largely standardization.

"Is this a good thing?" I asked myself. "Is standardization an American evil? What does it signify? Will the international convention suggest a different policy?"

When the discussion of standardization is thus put on a philosophic plane, I can understand it only as a manifestation of natural evolution. The advertisers being the individuals who vary from the norm and the associations being the groups which standardize the innovations of the fit-test.

There is the analogy. It is the only insight I can offer.

Standardization in advertising evolution is the consolidation of progress.

Lumber Industry Criticism Is "Essentially Fair"

RESERVE SUPPLY COMPANY
MINNEAPOLIS, MINN.

Editor of PRINTERS' INK:

In your magazine of July 4 you have an article by G. A. Nichols concerning the lumber business, and the retail lumber business particularly. ("The Folly of Follies—Ignoring the Consumer.")

The Reserve Supply Company is a co-operative jobbing concern functioning to fill the needs of about 800 lumber yards on the miscellaneous items that they carry. These yards are owned by about seventy-five to 100 different concerns; many of them being line-yards of course.

Mr. Nichols' analysis is very keen, and the writer believes essentially fair. We believe there would be value in circulating this article among all lumber yards involved in our operation. If we could secure copies of this article we would be glad to distribute them to our entire membership—of course, giving PRINTERS' INK proper credit.

RESERVE SUPPLY COMPANY,
J. R. RANDALL,
President.

W. A. Withus with Eastman Kodak

William A. Withus, formerly educational manager at the Ritter Dental Company, Rochester, N. Y., has joined the advertising department of the Eastman Kodak Company, at that city.

To Hold Conference on Retail Distribution

A conference for the purpose of discussing the major problems of retail distribution will be held at the University Club, Boston, on September 3, 4 and 5. The program, covering speakers and the subjects they will discuss, follows:

"Meeting Competition with Modern Methods," O. H. Cheney, vice-president, Irving Trust Co., New York; "New Factors in Retail Distribution," J. George Frederick, president, The Business Bourse, New York; "What Group Buying Means for the Retailer," John Block, Kirby, Block & Fischer, New York; and Bertram Reinitz, editor, *Garment Review*; and

"Trends in Retail Distribution," L. D. H. Weld, director of research, The H. K. McCann Co.; and Allen Sinsheimer, executive director, National Association of Retail Clothiers and Furnishers; "The Place of Market Surveys in Retail Distribution," E. M. West, marketing counselor, New York; and Paul T. Cherington, director of research, J. Walter Thompson Co.; "More Science in Merchandising," John B. Swinney, managing director, Specialty Stores Association of America; Walter Hoving, executive vice-president, R. H. Macy & Company; and Louis J. Chamansky, president, The Shepard Stores, Inc.; "The Uses of Research in Retail Distribution," Malcolm P. McNair, Harvard Graduate School of Business Administration; Willard E. Freeland, Freeland & Warren, Inc., Boston; and Arthur Lazarus and

"The Chain Store and the Independent Store," Earl C. Sams, president, J. C. Penney Company; "Chain Store Management Methods," Godfrey Lebhar, editor, *Chain Store Age*; "The Position of the Independent Store," Joseph H. Appel, John Wanamaker, New York; F. W. Aldred, Gladding's, Providence; Philip LeBoutillier, president, Best and Company, New York; and Frank A. Krim, president, Denholm-McKay Company, Worcester, Mass.; "Future of Instalment Selling," Julian Goldman, president, Goldman Stores, New York; and Edmund G. Simons, assistant vice-president, American Foreign Credit Corporation, New York.

J. R. Bolton, Manager, New York Club

Joseph R. Bolton, secretary of the Advertising Club of New York, has been appointed, in addition, manager. The appointment was made on the second anniversary of Mr. Bolton's taking office as secretary of the club.

J. D. Clemans Joins Joshua B. Powers, Inc.

J. D. Clemans, at one time with the Scripps-Howard Newspapers and the New York *Telegram*, has joined the staff of Joshua B. Powers, Inc., publishers' representative, New York.

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The Washington, D. C., Market How to Cover It

Unique in its compactness and commanding in its possibilities—a market of stabilized demand and continuous prosperity—offers another outstanding feature—

The economy in the cost of complete coverage

The key that opens the door to the Washington Market is THE STAR. An absolute necessity to reach these over 800,000 people; but the ONLY medium you need to cover the entire length and breadth of the trading area represented by the National Capital and 25-mile radius into Maryland and Virginia. It involves but ONE MODEST EXPENDITURE, for THE STAR—Evening and Sunday—goes directly into those homes by a thoroughly organized carrier service, where it is read regularly and relied upon implicitly for the news of the day and the announcements of dependable products.

If there are any facts concerning
the Washington Market upon which
you want information, write to the
Statistical Department of THE STAR

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

Chicago Office:
J. E. Lutz
Lake Michigan Building

53 Checking Points for Direct Mail

Some Questions to Ask Yourself about Your Folders, Booklets, Broadsides, etc.

By P. W. Combs, Sr.

Advertising Manager, The Atlas Portland Cement Company

1. Did you, in the first place, make sure through discussions with others competent to judge that you had an idea of sufficient interest and value to justify its being developed into a direct-mail message? Or were you just hopefully working up something because it was time to send another piece of direct mail?

2. Did you coin a title defining a benefit to the readers, or one that led smoothly into the copy or sales message?

3. Did the copy clearly and completely define the benefit your proposition offered the reader?

4. Was the copy arranged in logical sequence so that the reader could follow through to its conclusion without distracting interruptions? Or did you, as an afterthought, tuck one or more important points onto the main story—just to fill some space?

5. Was the message written in words that you, or your salesmen, or the dealer, or the dealer's clerks, could use easily in conversation?

6. Was the message written with due regard to the vernacular of the group you were addressing, or the field in which it circulated? Or did you, for example, use the language of a beauty shop in a message to architects?

7. Did you try to put all of your sales points in the opening paragraph with the result that none of them was clearly expressed?

8. Did you try to put the entire

history of your business, of your product and its accomplishments all in one small piece or letter? It can't be done.

9. Was the message clear cut, fact giving, unmistakable in its meaning? Or was it clouded with vague expressions that might confuse, or convey a different impression than you intended?

10. Did you read the copy to anyone to see what reaction would result—and thus give you a chance to correct any wording that gave wrong impressions? Or are you so good you don't need to do such an elementary thing?

11. Just how many times did you back check your facts and proofread the message before you O.K.'d it?

12. Was there anything in the message that could be disputed, that might invite controversy or argument—anything you would have to defend or excuse?

13. Did you try to copy someone else's style in writing the story or message and scramble the idea—or were you smart enough to stick to your own technique?

14. Was the story or message all about "our product and us"—or did you remember to emphasize "you and your interests"?

15. Were you careful to see that there was nothing in your copy that competitors or others might ridicule or translate into a joke?

16. Did you vainly think you were snapping up the copy with alleged witticisms, wisecracks or

WHILE some of these 53 points will apply to any form of direct mail, they are aimed particularly at the most commonly used pieces, such as folders, booklets, four-page letters, inserts, brochures, broadsides and cards. No attempt has been made to supply a complete formula for the production of direct mail. It is hoped, however, that these points may stimulate the imagination and help to put in practice methods that will reduce or eliminate the destructive influences that contribute so liberally to the waste in direct mail.

4 EDITIONS

Grocery Edition
CHAIN STORE AGE
A MONTHLY REVIEW FOR CHAIN STORE EXECUTIVES

General Merchandise Edition
CHAIN STORE AGE
A MONTHLY REVIEW FOR CHAIN STORE EXECUTIVES

Administration Edition
CHAIN STORE AGE
A MONTHLY REVIEW FOR CHAIN STORE EXECUTIVES

Druggist Edition
CHAIN STORE AGE

**When you use CHAIN STORE AGE
you buy what you want—
you omit what you don't need
and pay only for what you get.
Write for the facts!**

CHAIN STORE AGE
93 Worth St., New York



HOME ... home ... HOME *with the accent where it belongs!*

WHEN a newspaper claims "home strength," remarked an experienced space-buyer recently, "I like to forget circulation for a moment and examine the paper itself. I've learned a few things from my wife and family!"

The Boston Globe studied family needs long before A.B.C. had become the solicitor's big talking point. Consequently this newspaper now has a very large A.B.C. that is also spelled H-O-M-E.

Perhaps the best proof is the experience of Boston merchants, who stand or fall on their success in reaching people where they live. *These merchants today use more space in the Globe, daily and Sunday, than in any other Boston newspaper.* Boston's department stores place 48% more advertising in the Globe, for the week as a whole, than in the next paper.

Another reliable check on home reading is the Sunday situation—

The Boston

whether you use Sunday space or not. Of the three Boston papers carrying the bulk of the advertising, the *Globe* alone holds practically all its readers in Metropolitan Boston *seven days a week*. The other two lose 35% and 63% of their week-day readers on Sunday. *The seventh day reveals the home value of the other six!*

The *Globe* consistently appeals to every member of the family . . .

A Household Department established 35 years ago as the first woman's page in America . . .

More local news than any other paper in this self-contained community . . .

Complete school news . . .

Sport pages that are read throughout New England — quoted throughout the country . . .

Business news edited for substantial business men . . .

Religious news for all denominations.

Absolute freedom from bias in politics . . . * * *

More and more national advertisers are finding that with the *Globe* they can reach a *majority* of worth-while homes in the rich Boston shopping area, where average family wealth is \$9,000.

Our booklet, "Reaching Buying Power in the Boston Market," contains all the facts. Write for a free copy.

Facts about Boston and the *Globe*

Boston's shopping area ranks *fourth* in population, *third* in per capita income tax returns, of the major American markets. Average family wealth is \$9000. Savings deposits average \$2000 per family.

Within 12 miles of Boston's City Hall is the territory called Metropolitan Boston, defined by the A.B.C. as the "City" district. It is composed of Corporate Boston and 39 bordering and nearby suburbs.

Here in Metropolitan Boston the *Globe* is definitely the *home* newspaper, for it is the only Boston newspaper which holds all of its readers in this rich district *seven days a week*.

Boston's great department stores do 46% of the local advertising in Boston newspapers. With seven dailies and four Sunday papers to choose from, they spend 37% of their entire Boston newspaper appropriation in the daily and Sunday *Globe* alone.

Globe

slang? They have their place, but they are dangerous in direct mail.

17. Did you make it easy for the readers to get the benefit of what you offered? i. e., If you offered a service or an article based on their requesting it, did you send a postage-paid, self-addressed return card? Or did you think your offer was so irresistible that they would sit down and write a letter?

18. If you intended the copy to persuade people to go somewhere and buy something, did you tell them where and how to get it?

19. If the mail piece circulated in a local section where telephone calls might be expected, did you invite such calls and make it easy to see the telephone number?

20. Did the message read like a steam calliope sounds, or was it in the soft, persuasive and inviting tones of the cello?

21. How do you know it was "good copy"? Whose authoritative opinion from the field in which it was to circulate did you have (on it or similar copy) before you sent it out?

22. Who were you really trying to please when you created the mail piece, the readers to whom it was addressed, or were you just trying to make it suit one or more of your executives? Think this one over.

23. Did the mail piece in its size and shape completely suit the copy and its objective? For instance, if you sent a message which you hoped would be filed for reference from time to time, did you send it on a standard filing size 8½ by 11, or did you send an odd-sized broadside, sheet or card?

24. Are you suffering from "copy-itis"? Do you feel an irresistible urge to copy every unusual or different piece that comes to your desk, without regard as to whether it suits your message or business?

25. Did you turn out a rotogravure job just because "everybody reads the newspaper rotogravures"—and with no regard as to whether rotogravure suited that particular job? Properly applied, rotogravure is highly efficient, but be sure it suits the purpose.

26. Did you attempt to copy

somebody's good offset job regardless of whether offset was suited to your specific job? Offset is ideal for certain presentations, but it is not presumed to fit every job.

27. Of course you know it is important to avoid words that offend the mind, but do you always remember that the eye can be offended, too, by unbalanced layout or composition and lack of color harmony, with equally disastrous results?

28. Are you competent, through knowledge of what constitutes "balance" in the arrangement of type matter and illustrations, to dictate to your printer just how it should be done? Unless experience has proved your ability, better rely on your layout artist or printer.

29. Was the paper you used selected or approved by someone qualified by experience to say that in quality, weight, color and texture—and price—it suited the job? Or did you use it just because you "like that kind of paper"?

30. Did you invite your printer to offer his recommendation as to the stock that would best suit the job?

31. Did you make sure that the person who suggested what type faces and what sizes should be used spoke with the authority that comes only with experience?

32. If you provided previously used electrotypes of type or subject matter, did you instruct your printer to prove carefully and check carefully for badly worn or broken type faces?

33. And if the printer called your attention to imperfect electros, did you correct the evil or did you just let it ride anyway?

34. Was the mail piece efficiently illustrated with drawings made to suit—or did you save (?) some money by using some old drawings that were good enough?

35. If they were new drawings, does the artist who created them specialize in that field, or is he one of those reasonably (?) priced artists who can "draw or paint anything you want"?

36. Did you try to see how cheap you could buy some drawings, or did you strive to get the

utmost in artistry that you could for a fair price?

37. Were the illustrations closely related to your message, and a real help in putting over your key thought? Or were they bizarre, melodramatic, freakish or tricky alleged "eye catchers," which, if they did, took the mind away from your sales appeal?

38. Did you, from a misguided sense of values, use cartoon, style illustrations when your messages demanded a dignified treatment?

39. Did you insure perfection in illustrations by furnishing new plates, or did you take a chance by supplying the printer with some plates that had already been used to print 200,000 copies of something else?

40. Did you make sure that the plates were the correct screen, or correct type of plates for the paper on which they were to be printed?

41. If process color plates were used, do you know that they were correctly made, and could be fitted to register?

42. If you were featuring a product in an illustration, did you picture it in a way that would make readers quickly recognize it in the dealer's store or window?

43. Did you so completely and closely surround the illustrations with type matter that it was like looking over the heads of a crowd in the effort to see them? Or did you provide the proper setting through plenty of surrounding open space or margins?

44. When you are discouraged with black-and-white illustrations and copy, and the job can't afford process plates, do you remember that a tint block in a subdued color used underneath a one-color illustration plate with a narrow margin showing—or the same treatment in certain sections of the copy (sometimes a bright color)—will lift a job right out of the ordinary class? The result in added pulling power often more than justifies the moderate additional cost. Ask your printer about this.

45. Did you use brilliant, flashy, startling colors in masses or splashes, or combinations that did not harmonize? Or did someone

disciplined by experience in arranging harmonizing colors take you safely past this pitfall?

46. Did you thoughtlessly say to your printer something equivalent to this: "Don't waste too much time on make-ready, get it out quick and cheap?" If you did you probably got just what you deserved.

47. Did you get all steamed up because the printer had to render some bills for "author's corrections" that were probably your fault? If so, why didn't you put more study in the first planning and have it 98 per cent right when you gave it to the printer?

48. Did you have proper regard for the fact that just as there are architects who specialize in designing churches, surgeons who specialize in work on the throat, lawyers who specialize in commercial law—so there are printers who specialize and excel in certain branches of the science of printing? And do you know who and where they are?

49. Did you realize that, while there are standard specifications which you can write for paper, plates or type—and which any printer might carry out—there is no standard specification for "craftsmanship?" However, you can have it, if you will recognize it—but don't expect to find it on the bargain counter.

50. Did you ask six or eight printers to bid on the job, letting each know that there were other bidders, then finally tell the low man he was "a little high" but a slight reduction would get the order? If you did, the printer was justified in reducing the quality of the job, which he probably did.

51. What about the direct mail you furnish the dealers or jobbers for them to distribute—particularly envelope inserts or stuffers—do you sacrifice everything for low cost? And do you fail to "talk about them" in the copy; serving their interest with only a tiny space for an imprint that is hardly noticeable? If you do, that's probably why they don't use it.

52. Do you keep constantly in mind the fact that the etiquette and personality of your direct mail may be used as a yardstick to

“Crashing the Gate”

is still being done, but requires a good product and the proper strategy

YOU may hear said of the Miller Shuglov that it “has revolutionized the rubber footwear industry.” Yet this new idea, first introduced in the fall of 1927, won its initial victories with an advertising and sales expenditure scarcely exceeding the cost of a single full-color page in a magazine of large circulation.

What was the strategy behind this unusual success, achieved as it was by a company which started without a sales organization in the footwear field? First in importance, of course, is the product itself. Trim, light in weight, chic . . . serving the purpose of the galosh and overshoe but minus their bulk and weight . . . no wonder American women have welcomed the Miller Shuglov.

Second was the plan of procedure. Instead of making a national effort, or taking first a “test” territory, the decision was made to begin in New York City, commonly regarded as the most difficult of all markets to “crash.” For certainly if the style center of the country could be persuaded to accept Shuglovs, it would be test enough, and in addition New York’s acceptance of the product would mean much elsewhere.

Plans were laid: an advertising campaign prepared

and scheduled in a few publications. Five New York stores only were selected as the goal.

The plan worked. Shuglov made good for the five stores that stocked them. And the stores made good for Shuglovs. For the new product gained immediate "style" acceptance, news of which spread rapidly across the country.

Indicative of Shuglov's quick and remarkable success following the New York debut is the fact that a leading store many miles from New York in October of 1928 placed an order for 450 pairs. By January of 1929, this store had sold 10,000 pairs and sales continued with no appreciable let-up well into spring. This year, this store's initial order for the coming fall and winter months is 12,500 pairs. And this experience is being duplicated wherever Shuglovs are sold!

There were many valuable lessons, too long to be recited here, learned in collaborating with our client The Miller Rubber Company in promoting Shuglovs. Those experiences form a part of that large storehouse of knowledge, based on actual experience with national successes, which this agency has accumulated over many years. This knowledge may prove of inestimable value to the manufacturer about to launch a new product.

LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
919 North Michigan Avenue

LOS ANGELES
1151 South Broadway

TORONTO
67 Yonge St.

NEW YORK
247 Park Avenue

WASHINGTON
400 Hibbs Building

LONDON
Victoria Embankment

SAN FRANCISCO
225 Bush Street

MONTREAL
1434 St. Catherine St. W.

Each Lord & Thomas and Logan establishment is a complete advertising agency, self-contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

measure the personality (or character, if you prefer) of your institution? It's your own fault if the institution suffers by the comparison.

53. Do you, through an obstinate "I know what I want" attitude, literally throttle the originality, the

genius, the artistry and craftsmanship of the artists, printers and plate makers who are eager to give you their best—and who are most likely to know what you ought to have? If you would improve your direct mail, give them a chance to suggest improvements.

What Groucho Says

When the Advertising Agency Client Says His Dealers Are "All Agog," Look Out

YES, I lost the Double Tread Tire account. How come? Oh, just the old battle between sales and advertising. Sure it was a good tire—50 per cent more wear. Yes, that was real.

Looked like a world beater to me as a product; patented, too.

They poked \$700,000 right under our nose for a starter. Real money, too. "Give us a big brilliant advertising campaign right off quick!"

Sweet, eh?

Sales department wouldn't tell us a thing. Oh, they had distribution all planned, needed the advertising to help distribution.

Tried to find out what their scheme of sales was. Profound secret. Sales and advertising different streets. "Why did we try to horn in on sales?" Sure, advertisers often act like that. More work for the undertaker.

We weakened, as usual. When will we ever learn to make a client play ball or go to hell? Somebody else would get the \$700,000 if we didn't.

Got a lot of distribution. Prices 20 per cent over other tires. "Saving of 30 per cent" to tire user. Dealer display. Did the public jump at it? The public takes a long run before it jumps. Did the dealers push it? Thousands of people read the advertisements and asked about it—but, "20 per cent over-price, guess maybe Goodyear, Goodrich, Fisk, U. S. and the rest know what they're about. I'll wait and see what other people think anyway."

If you know a dealer, you know that after about six cracks like that from a consumer the marvel-

ous product goes into the back room. Sucker dealers bought. Bright dealers got consignment.

How did we learn all this? From the dealers, not from the client. Client said: "All you need to know is that distribution is spreading like wild fire. Tire trade all agog!"

Never yet kept a client who said his trade was "all agog." "Agog" is not a trade word. When I see a dealer "agog" I know he is either headed for a bug house ward or a million dollar yacht. Bug house generally wins.

"Advertising and sales on different streets," that was client's first dictum.

Client's last dictum: "Rotten advertising. Our sales organization distributed more than 500,000 tires. It was up to the advertising to move them. Gentlemen, you fell down. You tried to horn in on sales. All we wanted of the advertising was to make 500,000 people buy 500,000 tires right off. By poor advertising you have caused many legitimate investors in our stock to lose very heavily."

What's become of Double Tread Tire? Somebody bought the patent for a few thousand dollars. Don't know what became of the half million or so of tires. Our last bill of \$100,000 is still due. I'll sell it to you for a nickel on the dollar.

Dealer sells what people will buy. Look out for this "agog" thing. It is a high wind signal. If it blows your way, set your sails, all your sails, even your sales sails to fit it. When the client gets "agog," look out!

GROUCHO.

The Desirability of Dealer Manuals

COLIN B. KENNEDY CORPORATION,
SOUTH BEND, INDIANA

Editor of PRINTERS' INK:

We are at the present time contemplating the preparation of a sales manual designed for the use of retail salesmen, and are writing you, hoping that you may have information which will be of value to us in the preparation of this manual.

Can you send us reprints of articles appearing in your magazine having to do with the preparation of a sales manual; what a sales manual should embrace, etc.?

Please rest assured that any assistance you can give us along the lines mentioned hitherto will be greatly appreciated.

COLIN B. KENNEDY CORPORATION.

THERE has always been a keen interest on the part of manufacturers in the possibilities of manuals which will help retail clerks sell certain products more efficiently. Unhappily, much of this keen interest has not extended to the clerk or his employer, with the result that a great many manuals have been pretty thorough failures. Bitter experience has taught that there are certain factors—they might almost be called axioms except that an axiom is not subject to exceptions and these factors are—which govern manuals.

First, there isn't very much use preparing an elaborate manual for a product which sells for a small sum in a store that carries several thousand items. About the best manual for such a product is a tag attached to the merchandise or a printed slip pasted on a display cabinet.

Second, any manual will receive only a luke-warm greeting from clerks and their bosses. The advertiser who realizes this at the outset and searches for methods of turning this negative attitude into one of enthusiasm has taken his first big step in assuring the success of the manual.

Third, clerk manuals must be written in simple language. In spite of the fact that college graduates occasionally dispense soda, the average clerk today is still a far

cry from becoming a rival of Einstein.

Fourth, the manual must present its information in a quick, easily grasped form. Pictures help to dramatize the story and hold the interest of the clerk reader.

Fifth, manuals must be presented to clerks with all the skill and enthusiasm that goes into selling a product. The manual is a product, in fact, and will be effective only in proportion to the effort put into winning the support of the man or woman behind the counter.

Sixth, no manufacturer can expect that his manual will become a part of the clerk's permanent five-inch bookshelf. Most manuals are thrown away after a comparatively short existence. Therefore, the story must be told in such a way that a short study of it will clinch it in the clerk's mind.

All this may sound pretty discouraging, but as we pointed out at the beginning of the discussion there are always exceptions. There have been a number of successful dealer manuals which have been based largely on a sound understanding of retail psychology and a realization that apparent unselfishness of attitude gets a lot further down the road than open selfishness.

PRINTERS' INK since 1922 has published forty-one articles dealing with the making of dealer manuals and covering such subjects as the data to be included, the method of approach, ways of getting the manual used, types of manuals, etc. A list of these articles will be sent to subscribers on request.—[Ed. PRINTERS' INK.

C. W. Alexander to Start Own Business

Charles W. Alexander has resigned as advertising manager of the United States Shoe Company, Cincinnati. He plans to establish an advertising agency business at that city.

Appoints Brisacher Agency

The Marchant Calculating Machine Company, Oakland, Calif., has appointed the San Francisco office of Emil Brisacher and Staff to direct its advertising account. Magazines and business papers will be used.

Dixie Gets Glorified . . .

JANUARY 14, 1928, Dixie Dugan, a pert and provocative young lady, began her printed tap dance through the pages of **LIBERTY**.

She was neither a ball player's, nor a doughnutmaker's, nor any well-known Dugan's daughter. But she had not hurled a moodful of Western Union static at adoring Denny, the greeting card laureate, nor emptied a penpointful to "Dear Sister Nita" before Dixie had become the greatest Dugan of them all.

"Show Girl" was the title under which J. P. McEvoy's chronicle of a chorine sparkled through fourteen issues of **LIBERTY**. Then Dixie & Company took to the road for a marathon run that hasn't stopped

yet. Books, comic strips, newspapers, films, talkies, radio hours, translations into foreign languages—"Show Girl" has them all in on the circuit.

But even these triumphs have paled in the footlight of Dixie's road achievement, the ultimate in show girlhood . . . glorified by Ziegfeld. Embellished with theme songs, Gershwin ballet, and all that jazz, with a first-class glorification. Dixie is now in full bloom on Broadway.

If you have heard of speaker but not creep joints, or if you





LAFAYETTE ESCADRILLE

All France loved them—this devil-may-care flock of American war-birds. Known officially as the Lafayette Escadrille these venturesome young eagles fought under the tricolor of a foreign power for the sheer thrill of fighting. Charles Nordhoff and James Norman Hall, two who flew to fame with the Escadrille, reassemble this picturesque corps and make them live and laugh at death again in "Knights of the Blue"—now in **LIBERTY**.

LIBERTY

Weekly for Everybody

FOR 1930—2,250,000

you average net paid circulation guaranteed—and still no increase in rates!

The "Printers' Ink" Model Statute and Radio Advertising

NATIONAL INDUSTRIAL ADVERTISERS ASSOCIATION
CLEVELAND, OHIO

Editor of PRINTERS' INK:

I shall appreciate it very much if you will send me the wording of the PRINTERS' INK Model Statute and if possible, a complete list of the States that have adopted it. This information is wanted in connection with a study of untruthfulness in radio broadcasting which is now being conducted by the Legislative Committee of the Advertising Commission, in accordance with a resolution passed at the Chicago convention.

Do you know whether any of the States have contemplated amending their statutes to bring radio broadcasting within its scope?

I do not know whether our Committee is going to recommend such an amendment, but it is at least under consideration. On the other hand, it might be that this situation can be better handled by the International Advertising Association headquarters working in co-operation with local clubs and enlisting the help of the broadcasting stations themselves.

GEORGE H. COREY,
Chairman, Legislative Committee,
Advertising Commission.

THE question brought up by Mr. Corey is interesting, inasmuch as the PRINTERS' INK Model Statute was framed back in 1911 when radio advertising was unknown.

In order to get an authoritative opinion of Mr. Corey's question, we submitted it to Harry D. Nims, a well-known corporation lawyer and author of the standard legal work, "Nims on Unfair Competition." It was Mr. Nims who drew up the Model Statute which is here printed, word for word.

THE "PRINTERS' INK" MODEL STATUTE

Any person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation

relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in this State, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor.

"The words of the Statute," says Mr. Nims, "governing the actions which, under it, may be a misdemeanor, are: 'makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public.'

"When this act was drawn the radio was unknown; but I feel that the language used is sufficient to cover advertising through the medium of the radio, and it is my belief that the fact that the radio was not known at the time the act was drawn would not prevent it being applied to radio advertising at the present time or in the future."

The PRINTERS' INK Model Statute is now a law in twenty-four States. These States are:

Colorado, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Missouri, Nebraska, Nevada, New Jersey, New York, North Dakota, Ohio, Oklahoma, Oregon, Rhode Island, Virginia, Washington, Wisconsin, Wyoming.

The Model Statute has been found a most effective means of enabling the Better Business Bureaus to protect the public.—[Ed. PRINTERS' INK.]

"Forbes" Appointment

Forbes, New York, has appointed Harold Middleton as manager of its Detroit office to succeed D. C. Murray.



Why More Than One Hundred Thousand Sportsmen Read FOREST AND STREAM

Reason number six:

Because the Gun Editor, Captain Edward C. Crossman, is the acknowledged authority on firearms and game-and game-bird shooting.

Captain Crossman was formerly experimental officer and ballistic expert in the U. S. Army. He was coach and adjutant of the U. S. Pan-American Rifle Team and captain of the U. S. Dewar Rifle Team for three years. He is now director of the National Rifle Association of America.

As Editor of "Arms, Ammunition and Game Trails," Captain Crossman places his services at the disposal of all FOREST AND STREAM readers.

FOREST AND STREAM
80 LAFAYETTE ST. NEW YORK CITY

Wm. Clayton
Publisher.

W. J. DELANEY, Advertising Director

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago
On the Coast: Hallett Cole, 122 East 7th St., Los Angeles, Cal.



A Gain of more than 1,000,000 lines of advertising in six months

... a testimony to the ever increasing sales-producing power of the Herald Tribune

DURING the six months ended June 30th, 1929, the New York Herald Tribune published 10,809,078 lines of advertising—a gain of 1,015,136 lines, or more than 10%, over the corresponding period a year ago.

This *increased* advertising lineage represents *increased* recognition on the part of advertisers—it means that the *ever-increasing* sales-producing power of the New York Herald Tribune justifies *increasing* their investment for advertising space in its pages.

This substantial advance in volume of advertising has not been produced by over-balanced gains in one or two classifications, for the New York Herald Tribune made a gain in 23 out of 28 classifications. All sorts of merchandise and services are represented in the list of gains—gains in automobiles and in grocery products, gains in women's wear and in financial advertising, gains in amusements and in building materials. Substantial gains in a range of clas-

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sifications as wide as the range of interests that the newspaper holds for its readers. And in classified advertising—the classification that in itself represents thousands of individual advertisers whose results must be immediate and certain—the New York Herald Tribune during the last six months made the largest gain of any New York newspaper, morning or evening.



Advertising grows consistently only when it produces results. Sales are the final test of any advertising medium, and again and again the New York Herald Tribune has reported to its readers and advertisers a steadily mounting volume of advertising. That is why advertisers who spend huge sums annually and who constantly study and check the merchandising changes in the New York market are *increasing* their lineage in the New York Herald Tribune.

Behind the continued gains in advertising made by the New York Herald Tribune are the continually increasing results it produces for its advertisers.

NEW YORK Herald Tribune

NEW YORK
Main Office
225 West 40th Street

DETROIT
Woodward & Kelly
Fine Arts Building

SAN FRANCISCO
Verree & Conklin
681 Market Street

BOSTON
Carroll Judson Swan
931 Park Square Building

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

PHILADELPHIA
Kelly-Smith Company
Atlantic Building

*The JOURNAL
is out in front
selling food products
in Oregon*

Food lineage in Portland newspapers for the first six months of 1929 reflects advertising preference for the favorite newspaper of this prosperous, growing market. Daily and Sunday lineage for the period:

Local* Food Lineage

	Agate Lines
The JOURNAL . .	216,692.
Second paper	83,986.
Third paper	83,328.
Fourth paper	68,726.

National Food Lineage

The JOURNAL . .	323,708.
Second paper	269,752.
Third paper	74,858.
Fourth paper	28,502.

***The home folks ought to know!**

*The JOURNAL
Portland-Oregon*

Afternoon - Sunday

Represented Nationally by

REYNOLDS-FITZGERALD, INC.

New York..... 2 West 45th St.

CHICAGO..... 203 North Wabash Ave.

PHILADELPHIA..... 1524 Chestnut St.

SAN FRANCISCO..... 58 Sutter St.

LOS ANGELES..... 117 West Ninth St.

PORTLAND..... 306 Journal Bldg.

SEATTLE..... H. R. Ferris, 3322 White Bldg.

Will the Public Benefit from Department Store Mergers?

Which Brings Up Another Question: Are Investment Bankers "Getting" or "Letting" the Public In on Stock Issues?

By Joseph H. Appel

Executive Head, John Wanamaker, New York

TODAY the department stores of America, including general merchandise stores, totaling more than 5,000, do approximately \$6,500,000,000 of the \$40,000,000,000 annual retail trade of the United States—"startling testimony," says Dr. Julius Klein, Assistant Secretary of Commerce, "to the soundness of the business integrity and merchandising foresight of well-known leaders in department store management."

Department store mergers are making strange bedfellows. For example, Macy's, which makes an advertising fetish of cash selling while making rebates to its deposit account customers, now buys Bamberger's, a charge account store of Newark, N. J. Marshall Field & Company, which ban the comparative price, own the Davis Store (formerly Rothschild's), which freely uses it; and now, buying the Frederick & Nelson store of Seattle, Wash., are reported as planning a chain of big city department stores and small dry goods stores, presumably to give better outlet to their wholesale business. Filene's, a Boston specialty store, plans a merger with Abraham & Straus of Brooklyn, an old-time department store. And the Hahn department store chain, just organized, is a federation of twenty-four companies operating twenty-nine stores of varying character and volume from Jordan Marsh of Boston to mediocre stores in small cities.

Much of this consolidation and expansion is being done with the people's money. Today, twenty different department store organizations, some operating as many

as thirty-five separate units, doing an aggregate volume of \$1,000,000,000 in 1928, are listed on the New York Stock Exchange, with aggregate value of stocks both preferred and common of \$710,000,000, of which stock the public holds more than one-fourth. The extent to which the public will profit from their monies invested in retailing or in any industry will depend on whether in the sale of stocks the houses of issue are *getting* the public in (to share the burdens) or *letting* the public in (to share the profits).

What Consolidation Should Do

To be of benefit to the public these consolidations must reduce the ratio of expense in the merged stores. Yet a new and costly overhead is being built up in the buying and management organization of the holding company. There may be a saving in consolidated buying. But independent stores may use group-buying associations, which accomplish the same purpose. There may come more financial stability, but first the bankers' profit in effecting the merger must be paid. There may come a unification of system and control. But management and man-power are human things that must be reckoned with.

Like Germany of former days, America is being flooded with statistical and so-called scientific methods of conducting business often leading to expensive and false efficiency. Merchandise control, controllers' control, management control—all are being tried. Congresses and conventions and conferences are constantly being held until there is little time left for actual work or clear thinking. The test of a store is always in its merchandise, its prices and its ser-

From "The Merchant in America," an address delivered at Berlin this week before the convention of the International Advertising Association.

vice. Advertising may catch attention, arouse desire, lead customers to the store with full intent to buy—and then comes the test; does the store square with its advertising, in merchandise, prices and services? Storekeeping is like the drama: the public has little concern as to what goes on behind the scenes—with the author's pains of creation, the actor's hectic rehearsals, the artist's travail in producing the "sets"; it is interested only in the finished dramatic production. The play, itself, either makes good or it doesn't. A store either makes good or it doesn't, whether by single-handed genius, or a composite of executives, and to this making-good the sciences and arts contribute. But if a store sets up a system-Robot, acting without intuition and experience, it becomes a machine and not a personality. Business cannot be formalized to the extent required to justify its inclusion in the family of exact sciences. Business requires the meeting of problems by the experience, knowledge and intuition of personal genius and thus qualifies as a profession.

And now this conclusion: Let us have freedom of views but let us try to resolve them into helpful co-operation.

The advertising agent looks at the merchant's store announcements and says: "Too much price display, too many sales featured, give up the comparative price, and for heaven's sake put more art in your make-up." And the merchant responds: "Your beautiful illustrations, your word-pictures, your tainted testimonials, give *impressions* that may be more misleading because they do not speak in exact terms; give us a more accurate yardstick for the measure of value and we will give up the comparative price; show us that women are no longer interested in market reports of merchandise and their fluctuating prices, as men are interested in the changing market reports of stocks and bonds, and we will stop featuring price."

The merchant looks at the newspapers and says: "You are giving too much space to sports and not enough to fashions; you publish

articles on automobiles and fail to recognize the news in stores; you are running wild on sensations just to boost your circulations and get higher advertising rates from us when we don't want and can't use economically that sort of circulation; and we don't like your sliding scale of rates based on circulation because it makes inaccurate budgeting of our expenditures." The publisher retorts: "Treason! You are trying to interfere with the sacred freedom of the press."

The manufacturer asks the merchant to advertise and push his trade-marked goods because with demand already created by his advertising they are easy to sell. The merchant replies: "My name is my good-will just as yours is yours. I must feature my individuality as you feature yours. I am not merely the agent of the manufacturer, I am an independent merchant, the representative of the customer-public. And, furthermore, I can frequently create private brands as good or better than your advertised brands."

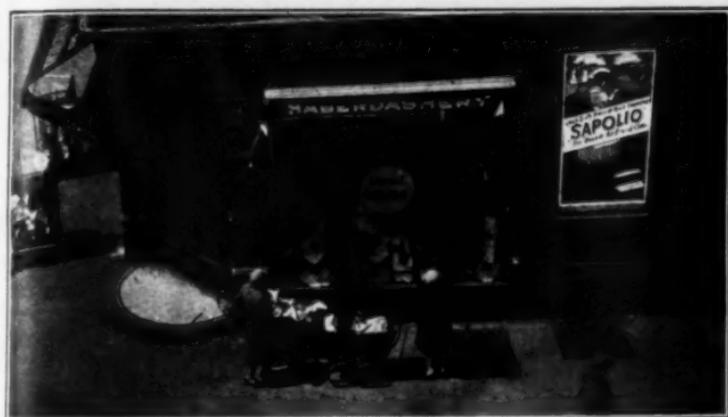
The merchant says to the banker: "You charge too much for your money." And the banker retorts: "Come in with us and merge and you won't have to bother about finances."

The independent merchant says to the chain store: "You are pushing me out of the field after I have shown the way." And the chain merchant replies: "I am showing a better way."

Society says: "Give us the most satisfactory and lowest-cost form of distribution you can devise, but don't put chains around the neck of the individual and destroy his initiative and ambition, or the very basis of human progress will be destroyed."

But with all our badinage and even serious division of views, the important fact that this advertising association is international and that the present convention is being held in Berlin shows that we are making an effort to compose our differences into one big co-operation that will dissolve even such international trade difficulties as tariff walls and war debts and the flow of gold.

"REACHING THE BUYER IS HALF THE SALE"



Size is Relative

Some Present Users

Anheuser-Busch
Armour & Co.
Borden's Milk
Camel Cigarettes
Carnation Milk
Coca-Cola
Dayton Rubber
Diamond Crystal Salt
Emerson Shoe
H-O Hornby's Oats
Hecker's Flour
Ipana Tooth Paste
Kirkman's Soap
Old Dutch Cleanser
Premier Malt
Puritan Malt
Quality Bakers
Reckitt's Blue
Sapolio
Snowdrift
Tolley's Cakes
Ward's Bread
Werk Soap
Wrigley's Gum

THIS page is now larger to you than a sign a hundred feet square at a distance of a half-mile.

Size is relative and depends on your position in relation to the object seen.

Criterion Posters are at eye-level on busy corner walls in home-shopping neighborhoods—where, to pedestrian passersby, they are larger than biggest signs on rooftops or roadsides. They adequately fill the eye.

No. 6 of a series, inviting attention to twenty unique features of Criterion National Neighborhood Posting. Criterion Service, Graybar Building, New York City.

CRITERION SERVICE

The Original and Only Uniform National Service of 3-Sheet "Neighborhood Posting"



CRITERION SERVICE, GRAYBAR BUILDING, NEW YORK CITY:
Please send us the portfolio advertised in Printers' Ink.

Company Name _____

Address _____

Attention of _____

Title _____

The Boston Herald

Boston's Advertiser

The Boston Herald increases its lead over all other Boston newspapers in total paid advertising. For the first six months of 1929, it carried a total of 9,289,497 agate lines, a gain of 1,228,900 agate lines over the corresponding period of 1928. This is a substantially larger gain than that of any other Boston newspaper.

That advertisers have, during the first half of this year, as well as in previous years, favored The Herald-Traveler, is recognition of the sales responsiveness and buying power of Herald-Traveler readers.

The circulation of the daily Herald, the highest in the first six months of 1929, is greater than ever before.



Advertising representative:
GEORGE A. McDEVITT COMPANY,
250 Park Ave., New York, N. Y.,
914 Peoples Gas Bldg., Chicago, Ill.

Herald-Traveler

Non-dominant Parti Medium

over. The lineage totals, as compiled by Media Advertising Records, Inc., appear below:

Total Paid Advertising

6 Months Analysis

1929	Gain over corresponding period of 1928	
HERALD	9,289,497 agate lines	1,228,966 agate lines
and Paper	8,675,148 agate lines	581,249 agate lines
and Paper	7,523,947 agate lines	951,566 agate lines

The *largest* volume The *largest* gain in lines

The largest percentage of gain of any Boston paper

*Traveler lineage not included

Read, by Herald and the evening Traveler for
of 1929 the greatest in their history

For seven years the Herald-Traveler
has been first in National Advertising,
including all financial, automobile and
publication advertising among Boston
daily newspapers.



Be Thrifty

SPEND THAT APPROPRIATION WISELY

Advertising costs keep mounting. Competition is becoming keener. The big question is how to make your appropriation do the trick. A certain volume of sales must be created.

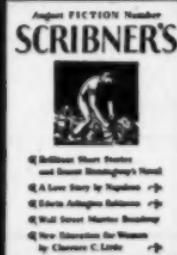
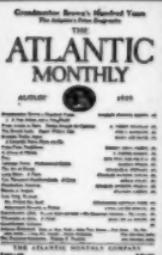
Thus the space-buyer's problems have become more complicated. How much shall he spend for radio, for newspapers, for magazines? He wants prestige. He wants volume sales. And he wants to reach the pocket-books of those who can afford to buy.

Use the radio and the newspapers, if you wish. But reserve enough for concentrated class magazine circulation. You need the prestige and you need the buying power.

The Quality Three offers you an economical and logical solution to increased costs and inelastic appropriations. In its three units (Atlantic Monthly, Scribner's, and Harpers) it levels direct-fire aim at 350,000 subscribers—each a likely prospect for both luxury and staple products. You know they can buy. You're not broadcasting on a hit-and-miss basis.

And what is equally to the point, you reach this quality audience at the ridiculously low rate of \$3.36 per page per thousand. Where can you get a better buy?

BE THRIFTY. SPEND THAT APPROPRIATION WISELY.



THE QUALITY THREE

597 FIFTH AVENUE, NEW YORK

\$3.36 per page per 1000 will stand rigid comparison with any other class magazine or group of magazines

DEDICATED TO CREATING A MODERN MENTAL BACKGROUND

30 No. Michigan Ave., Chicago

617 W. 7th St., Los Angeles

Russ Bldg., San Francisco

That Antique Aroma of the Nineties

Good Selling Copy Was Not Unknown Even Thirty Years Ago

HE was just old enough to know better and just young enough not to. Having been born on a day when the gilding was already chipping off the reputations of Dewey and Hobson he was inclined to put quite a definite period after 1900 and to date modern times from day before yesterday.

"The copy we have in mind," he said seriously, "will be modern, straight-from-the-shoulder, selling copy. We don't want it to have any of the antique aroma of the nineties."

The old-timer, who can still, in a pinch, hum "Dolly Gray" and outline the plot of "When Knighthood Was in Flower," listened tolerantly and asked for further definitions.

"Oh, you know what I mean," the youngster replied. "Far be it from me to take in vain the names of advertisers of thirty years ago but they did, you will admit, live in the dark ages of advertising. The copy they used then is terribly outmoded today."

That evening the old-timer climbed the attic stairs and from a dusty shelf under the rafters took down his scrap-book.

Just compare Williams Soap with any other. See the big, thick, creamy lather. Notice how long it remains moist on your face. How thoroughly it softens the beard. How easily and smoothly your razor cuts. What a soothed, refreshed, velvety feeling your face has after shaving.

"Not so bad," murmured the old-timer. "Let's see, that was in 1899. And here's another one from the same year":

"Living Water" in the house. Has it ever occurred to you what it would mean to bring that spring, up in the meadow or down by the roadside, right into the door-yard and living rooms of your house, right into the barn in front of every horse and cow, around into the dairy with just enough power back of it to run the churning-handy for watering the stock in

winter, all ready for sprinkling the lawn or garden in the drought of summer, and a fine thing for your own bath every day in the year?

These are only a few of the things that can be done anywhere in the country by putting a pipe to any well, spring or running brook and setting up at the other end a Rider or Erickson Hot Air Pump.

Remember that these pumps are not steam engines, but machines of low power, operated solely by hot air, automatic in their action, requiring no skilled attention, so simple that any servant or farmer's boy can start and stop the little flame that gives them life. An oil or gasoline lamp supplies the fuel. (Wood or coal may be used if preferred.) The cost of operation is almost nil, while the delivery of water is absolutely reliable at all times and seasons.

"And some of them seem to think that advertising new uses is something that was discovered about 1920," said the old-timer as he read the following paragraph from another Williams' advertisement:

Ever use Williams Shaving Soap for shampooing? No? Then you have missed one of the greatest luxuries imaginable. It is simply marvelous what a great mass of thick, creamy lather a small piece of Williams Shaving Soap will make when rubbed into the hair. How cleansing, cooling and refreshing it is! How thoroughly it removes every particle of dandruff, and how soft, fluffy and silky it leaves the hair.

Like to try it? Sample free for two cent stamp to pay postage.

"A little hefty on the superlative," mused the old-timer, "and yet it doesn't behoove the advertiser of 1929 to be too rigid in his strictures against an optimistic use of the superlative."

A reminiscent smile crossed the old-timer's lips as he turned to the next page of his scrap-book to find an advertisement headed, "At Manila."

When two hundred and nineteen carloads of Schlitz beer were shipped to Manila, the world wondered. What industry was this that

shipped its product by a mile and a half of trains to that remote spot?

Yet that enterprise has been repeated a hundred times over. Wherever civilization has gone, Schlitz beer has followed. Agencies for it have for twenty years been established in many of the farthest parts of the earth.

"I suppose we ought to leave that one out," muttered the old-timer regretfully. "Yet the basic idea of world-wide distribution and large production isn't being any better expressed today."

An indication of what may be done in Chicago real estate:

Mr. Theodore P. Shonts, of Chicago, president of the Indiana, Illinois and Iowa Railroad, allows the use of his name and experience. He invested through me \$40,000: in two years he had his money back, and his books showed a profit of \$47,791.66. Mr. Shonts bought and sold under my advice: he is now my customer in another deal.

"The great and the near great were readily accessible," thought the old-timer, "even in 1899. And here's another."

Rev. Clinton Douglas, one of Des Moines' most prominent divines, adds his unqualified endorsement to the many already given Falcon Whole Wheat Flour.

"I suppose we did run a little heavily to the divines," chuckled the old-timer, "but heavens knows we didn't have to pay them to get their endorsements."

Some men are pessimists,
They see only the gloomy side of life.

Notice their clothes.
Always ill-fitting, generally poorly made,

Sometimes need pressing,
Most always poor material.
Doctors say it's their liver.

We say it's their clothes.

Put a good suit on a pessimist,
A well-made suit,

Made of good material

A stylish suit,

The man looks neat,

He feels neat,

His friends smile at him,

He smiles back.

The world looks brighter,

Pessimism all gone.

"The good old pride of appearance copy," said the old-timer. "Still as good today as it was then."

"And now I wonder what we could find if we went back more than thirty years."

"Well, here's one for Kodak."

Anybody can use the Kodak. The operation of making a picture consists simply of pressing a button. One hundred instantaneous pictures are made without reloading. No dark room or chemicals are necessary. A division of labor is offered, whereby all the work of furnishing the pictures is done at the factory, where the camera can be sent to be reloaded. The operator need not learn anything about photography. He can, "press the button," we do the rest.

"Not fancy," thought the old-timer, "but it does have a ring of sincerity."

He turned several pages and then chuckled again.

"They talk about our automobile advertisers," he said, "but look at what they did for bicycles back in 1896."

Avoid mistakes.

Don't purchase a '96 wheel that is practically a '95 pattern.

Don't consider the color of enamels and racing records of more value than mechanical merit.

Remington bicycles are fashionable, modest in appearance, simple in construction, but masterpieces of mechanical ingenuity.

"And this:"

Out of the sea of tires the name of one stands forth conspicuous. It is the original standard make of single-tubes, the tires whose speed and durability have won the whole world to single-tubes.

You can have Hartfords on any high-grade bicycle if you insist. Cost most. Worth most.

"Oh, well," said the old-timer as he closed the scrap-book, "I suppose it does, in a way, have an antique aroma. In 1929 we don't show such a firm belief in jingles, cure-alls, and some of the other advertising pests of the nineties, but after all selling psychology today is pretty much the same as it was in the nineties and the canny manufacturers of those days were pretty good students of psychology even if they hadn't read any books about it. Straight-from-the-shoulder copy? I'd be willing to stack a whole lot of the copy of the nineties against some of the copy of 1929. At least we had not yet learned to bow to the gods of exclusiveness and smartness, or applaud some new coining of old words."

In the Better Homes of the Bigger Towns



SCOUTS AND AVIATION

Scouting and aviation both foster the same qualities—initiative, self dependence and leadership. 261 licensed air pilots were selected at random—military, naval, commercial and private aviators. 77, or over 25%, had been Boy Scouts.

—BOYS' LIFE—

Advertisers who wish to reach youthful "live wires" and their families will find Boys' Life not only the ideal medium, but a reliable help in copy appeal. For instance, an aviation background for your copy—perhaps Boys' Life can secure it.

In the Better Homes of the Bigger Towns

BOYS' LIFE

2 Park Avenue—New York City

BOSTON Old South Bldg.	CHICAGO 37 So. Wabash Ave.	LOS ANGELES Blanchard-Nichols-Coleman
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AUTOMOTIVE

One of the 25 out of 36 advertising classifications in which The Press led any other Pittsburgh paper during the first six months of 1929.

DURING the first six months of this year The Press again proved its ability to produce results for automotive advertisers. During this period The Press published 42.9% of all display automotive advertising appearing in regular editions of Pittsburgh newspapers.

The Press gained 15,810 lines of display automotive advertising over its own record for the similar period of 1928. The Press led the second evening and Sunday paper by 600 columns and the morning paper by 1077 columns.

The Press carried 22 display automotive accounts *exclusively*, as compared with 3 in the second evening and Sunday paper and 11 in the morning paper.

In addition to being first in automotive advertising The Press was first in Pittsburgh for the six month period in Local Display, National Display, Total Display, Classified and Total Advertising. The 45-year habit of The Press in Producing Results makes The Press in 1929, as in past years, the distinctly preferred medium among alert advertisers.

Measurements by Media Records, Inc. and exclusive of advertising in national magazine section distributed by second evening and Sunday paper.



the
GOLDEN  AREA

New passenger car sales for the first six months of 1929 show a gain of 40% over the similar period of last year.

The Pittsburgh Press

A SCRIPPS-HOWARD
NEWSPAPER

Member Audit Bureau of Circulations
and Member of the United Press



NATIONAL ADVERTISING
DEPARTMENTS

New York • Chicago • Detroit
Philadelphia • Los Angeles
San Francisco • Atlanta • Dallas

Helping Distributors Make Money

The Vick Chemical Company Forms a Finance Corporation and Invites Its Distributors to Subscribe on the Same Terms as the Insiders

Based on an Interview by Roy Dickinson with

H. Smith Richardson
President, Vick Chemical Company

THREE is no doubt that the distributor likes to make money. He likes to make money upon quick turnover of a good product backed by adequate advertising. He also likes to make money by sharing in the profits of the concern he represents.

Just as an employee becomes a better workman if he is sharing in the profits of the concern for which he works and is getting a return upon his capital as well as upon his muscle, so the retail store-keeper, the wholesaler and others interested in distribution become better focal points of good-will, better representatives of the company, if they are sharing in the profits which they are helping to create.

Employee stock ownership has proved its ability to cut down turnover in industrial plants.

In the same manner, an opportunity offered the distributor to share in the profits of the company makes him more truly a distributor who will stay on the job, who will always represent the firm and be interested in its progress.

Of course, retailers have in the past sometimes been stuck by a stock offering in a company whose prime purpose was to sell them securities—not merchandise. However, the average distributor has become wise to those companies which are offering him a real

chance to participate in profits and those which are using him as a "come on" man to take some of the stock which they had printed to sell. They have, for example, made profits in the stock of many companies whose products they carry in their stores. One of the outstanding examples of this is the stock profits enjoyed by distributor stockholders of the Vick Chemical Company, maker of Vicks VapoRub.

H. Smith Richardson, president of the Vick Chemical Company, in relating the past success of his company in offering Vick Chemical stock to its distributors, expressed with confidence his belief that the present invitation to subscribe to the new stock issue of the Vick Financial Corporation will be received with like favor.

"It was way back in 1925," says Mr. Richardson, "when we first put Vick Chemical stock on the market, that we made an offer to our customers at \$41 and \$43 a share. We received at that time more than \$1,000,000 in subscriptions. We found that these customer stockholders have been of such great value to us in so many ways that we have often wished we had more such stockholders, but there has been no stock available to sell.

"The druggist, who at the time of our offer in 1925, bought 100

shares of stock at \$41 a share, has made a very substantial profit, as the original Vick stock sold to dealers is now selling close to \$100.

In addition to receiving a regular dividend on his money, he has also received one-half share of stock of Vick Financial Corporation free for each share of Vick stock held, and the right to subscribe to one additional share of Vick Financial stock, which is today selling at a premium.

"A number of druggists and wholesalers have written us from time to time asking if we could not sell them additional Vick Chemical Company stock, but no more Vick Chemical stock was available. That is why, when we organized the Vick Financial Corporation, we decided to permit our friends in the trade to subscribe to stock of the new company at the same price paid by the organizers and the insiders.

"Vick Financial Corporation is to be engaged in the management of *money*, as distinct from a company engaged in operating a business or factory. Instead of investing its capital in buildings, machinery, leases or fixtures, we will invest the money received for subscriptions in readily marketable securities so diversified that no very large proportion of our capital can be invested in any one company.

"As we told our wholesalers and retailers when we made the Vick Financial stock offer, 'Diversification is the principle on which all investment trusts are based. It creates a large factor of safety. At the same time, such a company is enabled to participate in the growth of the United States through its holdings of stock in operating and manufacturing companies.'

"We told them that our purpose was to offer them and their employees an opportunity, if they so desired it, of subscribing to a limited amount of stock in what was, in effect, an investment trust. We, therefore, put it up to our customers that we would undertake to manage their money for them and attempt to show them a profit on it.

"Under the terms of our offer,

each owner, director or manager of a wholesale or retail drug house actually distributing our product is allowed to subscribe for not more than 500 shares. Each bona fide employee of such concerns who has been employed by his house for at least six months is allowed to subscribe for not more than 100 shares and not less than ten shares. All subscriptions are at the price of \$10 per share, which is the par value and the price at which the stockholders of the Vick Chemical Company and the directors and the managers of the Vick Financial Corporation obtained their interest. We are thus offering to our distributors the opportunity for them as well as their employees to invest their dollars at the same price and on the same terms as the dollars of the controlling interest of the Vick Chemical Company. I believe that this is something new in the merchandising field when it is considered our dealers are thus offered the opportunity of matching dollar for dollar with the controlling interest in the company.

"Our distributors and their employees are allowed to pay for their subscriptions in full or on time. If they choose the latter method, we require an initial payment of 10 per cent of the amount subscribed and the balance in monthly instalments for the nine months following. Also under this arrangement we charge 6 per cent interest on the balance due, which about offsets the cost incurred by Vick Chemical Company in providing funds to purchase and hold the stock until it is taken up."

The Vick Chemical Company in making this offer to its distributors is, of course, taking some risk of losing dealer good-will if the investments the dealers make are not successful.

Investing people's money for them entails this risk. The directors of the Vick company realized this fact and plainly stated to their distributors that this was a business enterprise subject to the risks of all business enterprises, but Mr. Richardson also stated that while the success of this company was in no way guaranteed, yet he

The Cincinnati Post



CIRCULATION FIGURES WITH MERCHANDISING VALUES

Post circulation represents greatest merchandising value for the National Advertiser. Post total circulation is the greatest coverage of homes in the rich Ohio Valley of any Cincinnati Paper, daily or Sunday, by many thousands.

POST CIRCULATION IN THE O-K MARKET, Cincinnati's actual trading territory, is greater than any other Cincinnati Newspaper—this well balanced coverage of class A. B. and C. homes on basis of circulation and rates, represents the greatest merchandising value to the National Advertiser who is concentrating his sales efforts on this ideal market.

THE CINCINNATI POST

CHICAGO
DETROIT
SAN FRANCISCO
LOS ANGELES

NATIONAL ADVERTISING OFFICES

230 Park Avenue, New York

OVER 161,000 CIRCULATION IN THE O-K MARKET

THE O-K MARKET is Cincinnati and Southern Ohio; it is Covington and North Central Kentucky; it is Southern Indiana—it is that spread of territory that is definitely established as Cincinnati's actual market.

IN THE O-K MARKET, National Advertisers are finding their most economical and effective buy in the O-K circulation of the Post.

The Post **O-K circulation** is over **161,000**, and is purchasable at a lower rate than the Post total circulation 197,151 (A.B.C.)

AT POST

ADVERTISING DEPARTMENT
The New York City



MEMBER
AUDIT
BUREAU OF
CIRCULATIONS

BUFFALO
PHILADELPHIA
ATLANTA
DALLAS

did guarantee the following facts:

"The finance committee of this company and board of directors are composed of men who have demonstrated their ability along financial lines in the past and who are going to give careful supervision to the company's business—that he, himself, and his immediate family, who hold the majority stock in the Vick Chemical Company, have subscribed several million dollars to the stock of the Vick Financial Corporation at the same rate that it is being offered to the distributors."

Another interesting fact mentioned by Mr. Richardson is that the total cost of setting up this corporation, legal fees, taxes and expenses of all kinds, amounted to only \$11,905, which is exceedingly low for a corporation that already has over \$10,000,000 paid in capital.

In conclusion, Mr. Richardson again stressed the diversification principle of the plan as something new for the investments of men in the merchandising field.

This feature enables the small-town retailer or wholesaler whose business activities are far removed from the centers of finance to subscribe to the stock of a single corporation, whose diversified holdings give him a real financial interest in a large list of companies which are adequately financed, soundly managed and whose earnings are closely checked.

It is an unusual offer and is a far cry from the blue sky financial schemes of a not too distant past.

The measures taken by the Vick Chemical Company in helping make stock profits for dealers and wholesalers in the proprietary field will be followed closely by many other companies which are vitally interested in cultivating the distributor's good-will.

Now with Gray-Garfield-Ladriere

William R. Nielsen, formerly art director of the John H. Dunham Company, Chicago, now The Dunham-Lesan Company, and A. H. Pomeroy, formerly art director of the Manning Studios, Inc., Akron, Ohio, have joined the commercial art studio of Gray-Garfield-Ladriere, Inc., Detroit.

Heads Photo-Engravers

ADOLPH SCHUETZ, president of the Sterling Engraving Company, New York, was elected president of the American Photo-

Engravers Association at its thirty-third annual convention which was held at San Francisco from August 8 to 10. He succeeds Victor W. Hurst, of the Eastman Kodak Company, Rochester, N. Y. This election marks the fifth administrative year

under the direction of Mr. Schuetz, who has served four terms since his first election in 1919.

Peter Schotanus, president, Wayne Colorplate Company, Detroit, was elected vice-president. Carl Freilinger, West Coast Engraving Company, Portland, Oreg., was re-elected vice-president, and Oscar F. Kwett, Northern Engraving Company, Canton, Ohio, secretary-treasurer.

Albert Hoffman, San Francisco, Elmer Held, St. Louis, C. A. Stinson, Philadelphia, and Eugene C. Miller, Chicago, were elected members of the executive committee.

D. S. Barnes to Manage "Northwestern Druggist"

The Bruce Publishing Company, St. Paul, Minn., has appointed Donald S. Barnes as advertising manager of the *Northwestern Druggist*. He has been, for the last four years, a member of the advertising staff of the Bruce Publications.

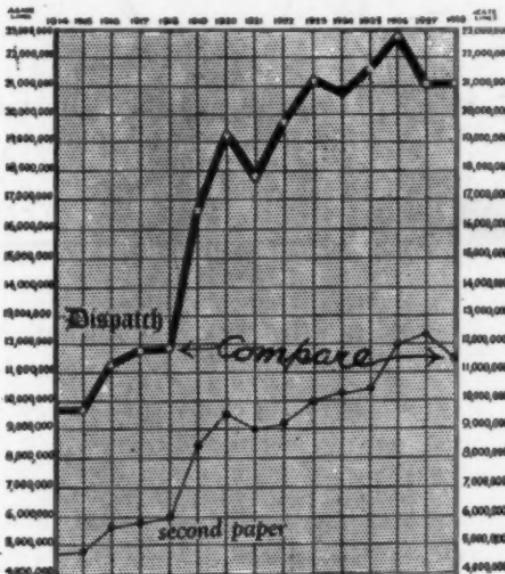
Appoints Paschall, Harris & Paschall

The Elkay Manufacturing Company, Chicago, manufacturer of sinks and steel shower stalls, has placed its advertising account with Paschall, Harris & Paschall, Inc., advertising agency of that city. Magazines and business publications will be used.

Advertising Volume
COLUMBUS, O., NEWSPAPERS
15 Year Period 1914-1928 Inclusive

**Dispatch Led Second Paper by
 126,907,313 Lines, or 98%**

C During this same period the Dispatch published 53% of All the Paid Advertising Lines appearing in All Columbus Newspapers.



Compare the graphs on the above chart. Right on the face of the figures . . . which indicate the relative advertising productiveness of each newspaper . . . the Second paper at the end of 1928 was less effective as an advertising medium than the Columbus Dispatch was way back in 1918.

Columbus Dispatch
 OHIO'S GREATEST HOME DAILY

Member 100,000 Group of American Cities

HARVEY R. YOUNG, Advertising Director

O'MARA & ORMSBEE, Inc., National Representatives

New High

Circulation
(M & E)
552,834

Advertising
2,417,683
lines



THE KANSAS

Evening 277,523

Morning 275,311

The Weekly

g Peaks for July!

During July The Kansas City Star circulated an average of 277,523 paid copies each evening and an average of 275,311 paid copies each morning. The daily average output, morning and evening, was 552,834 copies, nearly DOUBLE the circulation of any other newspaper west of Chicago.

The daily gain over July, 1928, was 55,164 copies—which The Star is offering at no increase in advertising rate.

The advertising lineage for July (morning, evening and Sunday) was 2,417,683 lines, the Star's largest July lineage. The increase over July of last year was 344,998 lines.

KANSAS CITY STAR.

1 Sunday 297,375

weekly star 465,880

Teaching the Immigrant Not to Fetch and Carry

The Consolidated Gas Company Gets at a Basic Problem from the Bottom

ONE of the hardest things to explain to a man is something about which he has no conception. And that is why, for the average person in this country, it is hard to get the immigrant's point of view. The people of this country have become so accustomed to taking certain things for granted that it is almost impossible to comprehend what total ignorance of those things means.

When the Consolidated Gas Company of New York first tried to advertise its appliances to the foreign-born of that city, it faced a situation of total ignorance. Instead of a competitive sales problem, it found an educational campaign on its hands. For the gas company found it couldn't sell gas appliances until its prospects knew what gas was, and what it would do.

When the company started to advertise to the foreign-born it found that it was dealing with a fetch and carry state of mind. In the old countries, the people had to fetch and carry everything; water, fuel, food, clothing, etc. They could not conceive the idea that anything could be brought to them and placed at their disposal to be used as they saw fit. If it was not fetched and carried, they thought there was some trick to it. Even now, in many cases, this situation still prevails, and there is a reticence to use amply what is provided, and also a feeling of shame in paying for what they have received—a feeling which comes from believing they have over-indulged in a luxury

—for, to them, gas and electricity are luxuries.

Last year the Consolidated Gas Company ran a campaign in foreign-language newspapers under the heading, "Things you should know about your gas bill," which pointed out to the foreign user the various services which he had received for his money and how, in actuality, he had saved by using gas. The following is an excerpt from one of the advertisements:

When you pay your gas bill, how much in value do you get back? One customer says: "Formerly 400 per cent, but now more than 1,000 per cent."

If, just for one day, you were deprived of Gas Service and were compelled to go back to wood-fed methods of heating and cooking . . . you would realize how your Gas Company returns to you for every dollar a convenience which multiplies itself in value over and over again. . . .

Remember, when you pay your gas bill, you are ac-
g a service which you perform yourself with-
y increasing your pres-
-costs and without add-
-surable to the daily dis-
-f your life.

This year, the company is stressing the comforts which gas can bring to the home and pointing out to the foreign-born that no longer are hot kitchens necessary, nor long hours of washing, nor absence of hot water. Instead, these things may be had by using the proper gas appliances. For the foreign consumer is more eager to know that an improvement is possible, than to be told in technical language



This Year's Campaign Is Stressing Comfort in the Kitchen

the details of making that improvement still more efficient.

To the person who cannot read, the company has arranged detailed exhibits of its appliances at the business offices where the monthly bills must be paid. This is to catch the poorer classes who cannot pay by check, but who come personally, once each month, and pay their bills with cash. This class often cannot read. Therefore, a visible demonstration must be arranged.

The copy appeal behind this advertising to the foreign-born has to be of an educational nature with the understanding that the fetch-and-carry mind cannot grasp the modern idea of living, all in one jump. Instead, it must have the basic rudiments of modern living pointed out in order to pry away from the immigrant his centuries of habit.

Mr. Palmer Says It Was in July, 1907

PASCHALL, HARRIS & PASCHALL
CHICAGO, AUG. 9, 1929.

Editor of PRINTERS' INK:

When did I first write for PRINTERS' INK? It was so long ago that I don't rightly remember. I do realize, however, that it was when I knew a great deal more about advertising than I now claim to know. I was thinking about this very subject the other day and had it in mind to write to our mutual friend, R. W. Palmer, and see if he could remember when it was that he had injudiciously paid me real money for some of my contributions.

To be perfectly honest about it, I can't just pin myself down to any given date, but it certainly is all of twenty or twenty-five years since I successfully "made" PRINTERS' INK's interesting pages.

IRVIN F. PASCHALL,
President.

Durham, N. C., "Herald" Buys "Sun"

E. T. Rollins, publisher of the Durham, N. C., *Morning Herald*, has bought the *Durham Evening Sun*, formerly published by the R. W. Page Corporation.

Multipost Appoints Hutchins Agency

The Multipost Company, Rochester, N. Y., manufacturer of stamp affixers, has placed its advertising account with the Hutchins Advertising Agency, of that city.

Campaign by Washington Apple Growers to Start

Officers of the Washington Boxed Apple Bureau were elected and committees were appointed to carry out the 1929 advertising campaign soon to start, at a meeting in Yakima, Washington July 24. Contracts on hand show that a fund of \$100,000 is now available with a possible \$50,000 additional if the present membership drive of the association is successful. Larger funds this year will enlarge the scope of operations, the number of markets covered and will cover all commercial varieties of apples. C. T. Haskell was elected president; Frank E. Miller, Yakima, vice-president; Myron S. Foster, treasurer and W. H. Horsley, secretary. Members of the advertising committee are J. Walter Hebert, chairman; Tom Johnson, Roy Matson, Lyman Bunting, O. E. Driver, Harry L. Miller, John Isenhart and Howard Fletcher.

New Accounts for Ludgin Agency

The Casement Hardware Company, Chicago, manufacturer of specialty casement hardware, has appointed Earle Ludgin, Inc., advertising agency of that city, to direct its advertising account. Magazines and business publications will be used.

Skilsaw, Inc., Chicago, portable motor driven hand saws, has also placed its advertising account with the Ludgin agency. Magazines and business publications will be used.

W. B. Cherry Starts Own Business at Syracuse

Walter B. Cherry has engaged in business for himself at Syracuse, N. Y., as advertising counsel. For the last ten years he has been vice-president and advertising manager of the Genesee Motor Car Company, Syracuse. He was at one time advertising and sales manager of the Merrell-Soule Company, maker of None Such Mince Meat and Klim.

To Conduct Test Campaign for Drug Account

The I. F. Chemical Company, Inc., New York, has appointed The John Arnold Company, New York advertising agency, to direct its advertising account. Trial campaigns are about to be instituted in several areas. Upon completion of these tests, magazine and newspaper advertising is contemplated.

E. A. Muhleman Joins Doane Bros.

Edward A. Muhleman, for the last eight years with Barron G. Collier, Inc., has joined Doane Bros., New York, rubber engravers, in a sales and advertising capacity.



Multiple Advertising in the Men's Wear Field

THE college man on Main Street is a walking advertisement for clothing manufacturers.

Makes no difference whether it's Keokuk or Kansas City, the "home town" fellows give him the careful once-over. They're quick to note each and every detail of his appearance. He's from a world apart and "home from college" means a lot.

The college man is a three-way prospect for the men's wear advertiser. A good customer now and throughout his days on the campus. An influence on others that cannot be computed in dollars and cents. Third, and probably most important, his value as a purchaser in those after-graduation days when he enters the world of business.

The advertiser who cultivates and captures the college man NOW, won't lose him in the future. But he will find him able to gratify more desires just as soon as he begins to cash in on the sheepskin.

College Humor

MAGAZINE

1050 No. La Salle Street, Chicago, Ill.
420 Lexington Avenue, New York City

*COULD AN ARTIST
DRAW THIS PICTURE?*



PHOTOGRAPHS are salesmen, bidding for business. They argue, cajole, convince. And so quietly do they work that the buyer scarcely realizes their subtle spell. He only knows that here is something actual, something authentic; evidence that he can *believe*. Only the camera can show such a wealth of detail against a background of romance. No wonder more and more advertisers are turning to photographs to tell the sales story. Use photographs and build *believability*. Photographs tell the truth.

PHOTOGRAPHS
Tell the Truth



INTERNATIONAL

Yes, the Farmer Can Meet His Instalments

Necessity of "Waiting Until Crops Are Harvested" Is Very Much Over-Estimated

PITTSBURGH STEEL CO.
PITTSBURGH, PA.

Editor of PRINTERS' INK:

Thank you very much for sending the clipping "How to Sell the Farmer on the Deferred Payment Plan" from the July 4th issue of PRINTERS' INK:

From the list of articles you were good enough recently to give me, I had hoped to find some treatment of a point which seems to me to be important in instalment selling to farmers—the question of whether the average farmer's year-round income would allow him conveniently to make equal monthly payments the year round, regardless of the time of the purchase, or whether the seller would be forced to wait, as has been the general custom in rural communities, until crops are harvested and sold.

I know, of course, that the present-day farmer keeps his eggs in more than one basket and probably, by paying more and more attention to diversification of crops and livestock raising, is able not only to increase his income but to divide it more equally over the twelve months of the year. In some sections, however, I believe merchants still have to wait for their money until the main crop has been sold.

It is to find out whether the bulk of those firms which sell to the farmer have taken cognizance of this fact—and if so, in what way they have met it—and I hope to get some authentic information.

Thank you again for your quick and courteous attention to my request.

PITTSBURGH STEEL CO.
A. D. WILCOX, JR.

A NYBODY who is conservative about merchandising an instalment proposition to the rural market on the supposition that the farmer is in funds only after he has sold his main crop is a victim of delusion and tradition. In other words, he is arbitrarily cutting himself off from a line of profitable and sure-paying business (the farmer is one of the best credit risks in the world) that he might just as well have. Such a policy—and plenty of instances of it might be cited—comes as a part of the queer misunderstanding of the farmer possessed by so many who want to sell him merchandise.

If we were a manufacturer or distributor and had something to sell on the instalment plan—something interesting to the farmer and that he would buy—we should advertise it to him in exactly the same manner as we approached any other market and expect to collect our money in the same way. The difference, if any, would probably be that there would be less difficulty about back payments from farmers than would be experienced from some other outlets, and fewer defaults. But in the essentials of selling and collecting, the farmer may be sold under standardized methods without thought to his place of abode.

It is true, as Mr. Wilcox suggests, that retailers in certain sections "carry" the farmer to a considerable extent until after his main crop is sold. But the custom is isolated. All that remains of it is a relic of a by-gone age, thirty years or so ago, when Jerry Simpson, Senator Peffer, Mary Ellen Lease, and other eccentric folk were swept into temporary political power by the populist uprising in the Central West. In those days, the farmer was frankly poor in worldly goods and imagined himself to be a whole lot poorer than he was. The local retailer had to wait for his money; he got it if crops paid out, and did not get it if they didn't.

But, even though conditions now have changed to the direct opposite, the old hoary tradition persists. It has had long whiskers on it for two decades; yet many otherwise astute merchandisers persist in regarding it as a live, vigorous and vital issue.

Let it be understood, once and for all, that the farmer is not to be likened to the improvident wage earner who collects his money, prorates it out among those to whom he is indebted and then is broke, helpless and hopeless until next

pay-day. For one thing, the farmer does not rush his crop to market as soon as he has harvested it, and get whatever it will bring, as formerly was the case. He feeds it to hogs and cattle and markets it "on the hoof" when selling conditions are right. He feeds it to dairy cows and poultry, and sells it in the form of milk, eggs, chickens, ducks and turkeys.

It is true, of course, that he has more money at certain seasons of the year than others; but he is just as well able to meet his current obligations during the year including instalment payments, as is anybody else, and generally meets them more consistently. At least this has been the experience of the automobile people (where is there a farmer who does not possess one or

more cars?), the implement manufacturers and the mail-order houses. The Gordon-Van Tine Company has no trouble in collecting regularly from farmers for ready-cut houses which it sells them; neither does Sears or Ward. These up and coming organizations work overtime in trying to sell sizable bills to the farmer on the deferred payment plan; they know he can, will and does pay—pay regularly.

If the Pittsburgh Steel Company has anything that it wants to sell the farmer on instalments, our advice is that it should go ahead and do the selling, proceeding as it would to sell the goods to anybody else of approved credit. It will get its money all right.—[Ed. PRINTERS' INK.]

What Hosiery Might Learn from Hair Pins

By G. Noel Bolinger

Sta-Rite Hair Pin Company

I HAVE just finished reading the article in the July 25 issue of PRINTERS' INK entitled "Stocking Makers Fight Bare Leg Fad with Advertising." The campaign this article describes in which the hosiery manufacturers are co-operating to kill the bare-leg fad, reminds me of one of our own experiences.

There is quite a difference between the marketing of hair pins and hosiery but both products are affected by that insidious thing called style.

When women began bobbing their hair a few years ago our sales curve dropped like a meteor. Almost overnight bobbed hair became as popular as the eighteen day diet. A woman was a consumer one day and then on the next she bobbed her hair and threw away her hair pins—maybe forever, she thought. Retailers stopped buying and wholesalers wanted to send back to us what they had on hand.

We loved bobbed hair about as much as the hosiery manufacturers like bare legs. We tried to dis-

courage the style inside our factory as well as outside. We asked the girls working here not to bob their hair. We even threatened that they might lose their jobs if they did. But in spite of it all, *a bookkeeper right in our own office bobbed her hair.*

As long as we fought the bobbed hair style we made no progress, but, the minute we decided to make use of it our sales began increasing. Most of the women who bobbed their hair found that one or two pins were needed at the side of their head and we pointed out to retailers and jobbers that Sta-Rite Hair Pins were the ones that served this purpose best. Orders came from almost everywhere and in the fall of 1926 our factory operated at full capacity to supply the demand.

The hosiery manufacturers may successfully fight the bare-leg fad, but without a doubt, they will find it a difficult task and it might prove more profitable to search out some way of harnessing it instead of opposing it.

Knowing About The Bronx is a Part of Your Job

By R. F. R. HUNTSMAN

A "hurry call" came in from one of the agencies the other morning for the "real facts" concerning the *Bronx Home News* and its relation to the big market it covers.

"Does it alone cover the Bronx?" was the particular query.

The following, sent immediately to this agency, ought to be in your files also, if you are considering the market of Greater New York.

"My dear Mr. _____:

"The Borough of the Bronx includes an area and population of about one-half that of Brooklyn. To all intents and purposes it is a city in itself. Standing alone it would be the sixth city in the United States.

"The present population is 938,000, with 220,000 families. All but about 17% is covered by the *Bronx Home News*—17% representing non-English-speaking and colored population.

"The Bronx, like Brooklyn, has its own Borough government, its own Courts and its people have a civic pride somewhat unusual in its extent, and covering every Church, Social and Fraternal activity found in any community anywhere in America.

"The local news of all of these activities appears in but one newspaper, the *Bronx Home News*.

"There is only one news-

paper in the Bronx because James O'Flaherty, the father, and James O'Flaherty, the son, have made the *Home News* such a good newspaper that competitive mediums have never continued to exist.

"You may be surprised to know that over one hundred reporters are employed to gather the news printed in this newspaper. It may be important for you to know that between \$600,000 and \$700,000 is the sum paid by daily and Sunday subscribers to this newspaper every year.

"How many of Greater New York's newspapers have so large a circulation revenue?

"This *Home News* circulation completely covering the Bronx is delivered each evening and Sunday morning by its own carrier boys, and there are 758 of them necessary to do the job.

"The *Bronx Home News* is an A.B.C. newspaper. Its circulation covers its own territory more closely than that of any Greater New York newspaper. You may reach practically every family in the Bronx by using this newspaper alone.

"The buying power of this community is shown by all surveys to be very high when compared with other boroughs in Greater New York.

"The value set upon this cir-
(Continued on page 124)

(Continued from page 123)

culation by merchants of the Bronx is illustrated by the fact that for twenty-one years the Bronx department and furniture stores have given to the *Home News* practically their entire advertising appropriations.

"This newspaper produces alone the business to profitably sustain these stores as well as all others of importance in the Bronx.

"The *Home News* is welcomed into Bronx homes particularly because of the fact that it prints no undesirable advertising of any character. The censorship is rigid and much advertising copy admitted to the Metropolitan papers is refused by this newspaper.

"Do you not think that this home newspaper, clean and complete, the only newspaper serving the Bronx with the news of the Bronx, the only one which has been so finely supported for over twenty years by Bronx people, a medium which covers its field alone, is worthy your very careful consideration?"

The answer of every advertiser who has used The Home News—and I have never found one who stated otherwise—is that this newspaper "certainly does sell the goods."

R. J. R. Hunsicker, Inc.

Woolworth Tower, N. Y.

Tel.: Fitz Roy 0840

National Representative

"The Home News"

This Problem of Salesmen's Reports

WM. CAMERON & COMPANY, INC.
WACO, TEX.

Editor of PRINTERS' INK:

Will you please send the writer a list of articles that have appeared in both PRINTERS' INK and PRINTERS' INK MONTHLY on salesmen's daily reports? The writer is very anxious to get this information and if you could send along with this list of articles a few clippings of some of these articles, it will be very much appreciated.

WM. CAMERON & CO., INC.,
W. H. EVANS, JR.

A SALES MEN'S report system is a splendid method of management control—theoretically. However, it can scarcely be disputed that in actual operation it has proved to be a liability just about as often as it has turned out to be a sound investment. As with all other business procedures of obvious merit, though, the blame must be laid, not at the door of the system, but at the doors of those who adopt and operate it.

With salesmen's report systems it would seem that three factors have to be carefully observed if the plan is to earn its keep. First, the information obtained must be put through a press which squeezes out of it every useful fact uncovered. Secondly, these data must actually be used to build sales and profits. Third, the system must be so arranged that the salesmen find it necessary to spend only a few minutes—a few moments would be better—in filling out each report.

These three phases of salesmen's report systems have been thoroughly discussed in articles published in PRINTERS' INK and PRINTERS' INK MONTHLY. A list of these will be mailed on request.—[Ed. PRINTERS' INK.]

**Agard & Agard Elect
S. R. Woolf**

S. R. Woolf, formerly president of the Woolf-Gurwit Advertising Agency, Chicago, has become a member of the firm of Agard & Agard, Inc., publishers' representative, Chicago, and has been elected to the office of secretary and treasurer of the corporation.

BOARDWALK NATIONAL ARCADE



**HERE ARE
MILLIONS
TO SEE AND BUY
YOUR PRODUCT**

**REACH THEM
At Nominal Cost**

General Motors, Victor, Lucky Strike, DuPont, Kodak, Burroughs — these and many other national displays are now seen on Atlantic City's famous Boardwalk.

At less than the cost of a page in any national magazine you can display your product to the 12,000,000 visitors of this great year 'round resort.

A new and handsome structure — splendid display facilities — high-type environment — at a point where the most people pass, by actual count.

Representative on premises or write for folder to

ALBERT M. GREENFIELD & CO.

A COMPLETE REAL ESTATE INSTITUTION

WALNUT AND JUNIPER STS.

PHILADELPHIA



Farm women



her

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he has

NOWADAYS, farm women are as up to date as tids her sisters in the city. For instance, their dressing tabs of m hold some 22 million jars of face cream. And the magazine that matter of 6 million lipsticks every year. farm w

Many forces have contributed. Good roads, m *be Farm* pictures, radio, varied educational activities—these other quickened the desire of the farm wife to live as com ably and as smartly as folks in the city. o the

In this rural domestic revolution, *The Farm Journal* has been an outstanding leader. Long before the mobile age, it sensed the farm woman's hankering better things. Year in and year out, its pages brought her thousands of practical suggestions for modernizing her particular home, for dressing her fami

TH a

JOSEPH F. HARRIS & COMPANY

PHILADELPHIA
New York Chicago



ere sprucing up

her daughters attractively, for promoting the health and happiness of the entire family.

she has discovered that *The Farm Journal* comprehensively deals with her problems, and offers her common-sense suggestions of meeting them. Manifestly, no general women's magazine can achieve this intimate relationship with the farm wife.

The Farm Journal is edited for the whole farm family. No other magazine appeals so directly to their interlocking interests.

To the advertiser who sees the opportunity for increased business in the farm market, *The Farm Journal* offers one and a half million potential new customers. Its circulation parallels the richest purchasing power in rural America today. Through no other publication on earth can you reach so many real money-making families:

NATIONAL Farm Journal

*goes to the folks out in the country
who spend the bulk of the farm money*



The Quality That Impelled the Pioneers
to push back the rugged frontier has been caught and embodied in Resolute Ledger.

It has a toughness that resists wear.

It compares with human determination in its sturdy ability to keep records clearly legible.

It has a live, pliable fibre that not only resists erasure, but will easily take a lot of rough and constant handling.

Into Resolute Ledger have gone carefully selected raw materials that give it these characteristics at a price that has made it a leader in its field.

Resolute Ledger

"Note the Tear and Wear as well as the Test"

NEENAH

PAPER COMPANY

Neenah, Wisconsin

SUCCESS BOND
OLD COUNCIL TREE BOND
CHIEFTAIN BOND
NEENAH BOND

Check the Names

GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



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Getting Salesmen to Push the Profitable Items

The Coffin-Redington Company Uses Profit as a Measuring Stick of What to Pay Its Salesmen

TWO salesmen may each turn in orders for \$1,000 worth of merchandise. Their salaries and expense may be the same. Yet, one order may represent a profit to the house and the other a net loss.

Cash discounts are the fly in the ointment. Competitive conditions, especially in the wholesale drug field, have increased cash discounts as high as 10 per cent on a great number of fast selling proprietary items. The salesman whose bulk of orders consists of such items is not worth as much to the company as the one who sells more profitable lines, even though his volume of sales is the same.

It was this condition that prompted the Coffin-Redington Company, wholesale druggists of San Francisco, to discard the time-honored policy of paying salesmen a flat salary and expenses. This firm pays a graduated scale of commissions, varying with different departments and depending on profit margin on certain lines.

This might seem to be an involved plan. However, J. B. Ashley, sales manager of the firm, reports that it works without a hitch and that selling cost has been reduced to a marked degree because salesmen are concentrating on the items that represent profit both to themselves and the house.

The mechanics of the plan are not nearly so complicated as might be expected. All merchandise has been classified into forty-five departments, but compensation is graded in only five classes. On competitive high-discount items, salesmen are paid as little as one-half of 1 per cent commission. The other classes of commission range 1 per cent, 2 per cent, 3 per cent and 5 per cent depending on commodity and gross profit.

Several items or departments, of course, carry the same rate of commission. For instance, the 3 per

cent commission applies to twelve departments or lines.

"It often happens that the more profitable items require more sales effort and follow-up," Mr. Ashley explained. "When we paid our men a flat salary there was no inducement for them to extend themselves and push the items we were particularly interested in from a profit standpoint. Their only measuring stick was their gross volume, and they had no definite means of determining their value to the house in terms of net profit.

"Of course, we endeavored to emphasize certain merchandise in our sales meetings, in our sales bulletins and so on, but this effort lacked the necessary punch. The surest way to get a desired reaction is to touch a salesman's pocketbook.

Money Makes a Difference

"Immediately we put the graduated commission plan into operation we noted a definite change in the salesmen's attitude. Prior to that, we always found it difficult to interest the salesmen in novelty sundries. They would 'forget' to carry samples; or, they were too busy to 'bother' with this class of merchandise, though it meant a nice profit to the company provided we could get sufficient volume. When selling these items means more money for the salesman at the end of the month, he would ask for samples, carry away factory literature and otherwise manifest a keen interest without constant prodding from the sales desk.

"As a whole, the sales staff is making more money, but not at the expense of the company, for our net profit has shown more than the expected increase, because more of our volume consists of profitable merchandise.

"More important, however, is the fact, that the men have a more intelligent attitude toward the busi-

ness as a whole. They have a lively appreciation of what net profit really means. Their mental attitude has been switched from gross sales to net profit, and that's the only thing that counts in any business.

"They become alert salesmen rather than glorified order takers; they assume their share of the responsibility of developing contented dealers who keep goods moving off their shelves.

"Even as it sometimes requires more effort on the part of salesmen to book orders on the more profitable items, so it likewise requires more sales effort on the part of the dealer to move the merchandise into consumptive channels. Our plan of compensation furnishes the incentive to salesmen to help the dealer turn his merchandise. The travelling salesman becomes retail minded and helps the dealers devise ways and means of selling the merchandise. Novelty sundries, for instance, require special sales treatment in many cases. The salesman knows that if he is going to keep such lines moving through a retail channel, it's up to him to consider the retail sale as well as the original order. This does not apply so fully to staple lines, and obviously the path of least resistance for the salesman and the retailer is to stick to staples. But that's not going to contribute a fair share to a respectable net profit."

Plan Doesn't Load Up the Dealer

It might be suspected that the graduated commission plan would tend to load up a dealer with hard-to-sell merchandise. This has not been the case, Mr. Ashley reports. It's a factor that must be watched, but the right kind of salesman knows full well that a "once-over" method of selling will not do for the man with a territory. He has to go back and face the music, and hence he's just as careful as is the dealer about overloading.

However, overloading is less of a hazard than many think. A dozen items, representing a small investment, may mildew on the shelf for lack of sales attention, while a gross of the same merchandise

would inspire the merchant to put some real sales thought and effort back of it. Also, the salesman would share the dealer's concern, and he would feel it worth his while to give some active retail sales promotion assistance.

"We impress our men with the fact that they are purchasing agents for their respective customers as much as they are salesmen for us," Mr. Ashley emphasized. "A 'good deal' for the wholesaler is usually a 'good deal' for the merchant as well. We've emphasized this fact by also making it a 'good deal' for the salesman. At the same time the salesman is willing to battle for a higher percentage of commission, he instils the merchant with a desire to battle for the higher profit that some lines command. The salesman thinks in terms of profit to the dealer rather than in terms of total sales."

In addition to regular commissions, the Coffin-Redington company sales department makes various drives throughout the year on certain products that it is interested in pushing aggressively, on which it pays extra compensation over and above that regularly allowed.

On such special drives if a minimum of 75 per cent of the quota is attained there is no penalty attached, but if, on the other hand, the accomplishment of any salesman is less than this minimum he is penalized. He is paid a regular commission on whatever amount of goods he sells during the drive, but is charged with the difference between amount of merchandise actually sold and his quota at the rate of additional compensation provided for the drive.

For example, if a salesman is given a quota of twenty gross of Blank tooth brushes which carries a regular compensation of 3 per cent and 2 per cent additional if quota is equalled or exceeded, and should sell only fifteen gross of brushes, there would be no penalty and he would be paid his regular commission of 3 per cent on that quantity. However, if he should sell less than fifteen gross he would be paid his regular commission of 3 per cent on quantity sold, but



TYPOGRAPHERS
Who Prove It With Proofs

UPS AND DOWNS, MOSTLY UPS

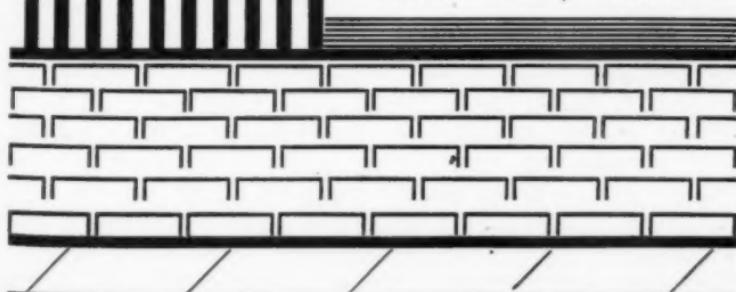
WE SET

out with the idea that advertisers wouldn't grudge paying for typography of supreme excellence. We have stuck to this idea throughout ten years—August, 1919 to August, 1929. Before we admit we're wrong you'll have to "prove it with proofs." We are one of the largest typographers in the world. Our roster of clients reads like the "Social Register" of the advertising profession. And, a typographer is known by the companies he keeps.

FREDERIC
NELSON
PHILLIPS

INCORPORATED

228 E. 45th ST., NEW YORK



penalized or charged 2 per cent (amount of additional commission) on the difference between his actual sales and his quota.

All of the eighteen regular salesmen of the company are given credit for all orders originating in their territory, whether booked by them or submitted to headquarters unsolicited.

All commissions are paid on net sales after deductions for returns, credits, and cancellations have been made. This keeps the salesmen on their guard against returned goods, and bad accounts, and induces the men to keep right on selling the customer after the order has been signed.

With the change of compensation plan, this company found it unnecessary to make a change in expense allowance or accounting. The men are allowed actual expenses and automobile mileage ranging from six to eight cents per mile depending on territory. The smaller mileage allowance is made in the territories of greatest mileage. Speedometer readings are made daily and salesmen send in reports once per week.

Summarizing, the company finds that this graduated commission system of compensation has increased the volume of sales; increased the net profit by an increase in the sale of more profitable lines; has broadened the salesmen's attitude toward their business of selling, by making them think in terms of profit rather than only in total sales volume. Furthermore it has quickened their interest in retail salesmanship, which after all is the big job of the wholesale salesman. His success is largely governed by his ability to study the needs of the individual store based on its market outlet and govern his sales accordingly, both as to quantity and kind, always with an eye to net profit for the house and the dealer.

W. C. Knowles with "Sales Tales"

Worth C. Knowles, formerly with the Harley-Davidson Motor Company, Milwaukee, and, more recently, associate editor of the *Mid-Western Banker*, also of Milwaukee, is now assistant editor of *Sales Tales*, Mount Morris, Ill.

Los Angeles Advertises Air-Craft Advantages

The Los Angeles Chamber of Commerce has undertaken an advertising campaign to describe the advantages of Los Angeles County as an air-craft manufacturing center. Executive and business publications are being used in the campaign, which is being handled by Smith & Ferris, advertising agency of that city. This campaign is in addition to a general industrial campaign conducted by the Los Angeles Chamber of Commerce and handled jointly by Smith & Ferris and the Dan B. Miner Company.

Warren Featherbone Appoints Churchill-Hall

The Warren Featherbone Company, Three Oaks, Mich., has placed its advertising account with Churchill-Hall, Inc., New York advertising agency. Plans call for the continuance of business paper advertising for the Warren line of dress accessories including Bias fold tape. Further consumer advertising is also contemplated.

L. G. Monroe, Editor, Insurance House Magazine

Levi G. Monroe has been appointed editor of the "American Medical Examiner," house magazine of the American Medical Life Associates, Inc., Spokane, Wash. He was formerly executive secretary of the Chambers of Commerce at Billings, Mont., and Spokane.

V. H. Cunningham Joins "Playgoer" Publishers

Victor H. Cunningham has joined the National Association of Playgoer Publishers, Chicago, publishers of *The Playgoer*, theater programs. He joins the staff as editor and promotion manager. Mr. Cunningham, for the last twenty years, has been engaged in advertising and publishing work.

Auburn Automobile Reports Net Earnings

Consolidated earnings of the Auburn Automobile Company, Auburn, Ind., for the three months ended May 31, were \$1,312,934 after charges and Federal taxes. Earnings for the first six months of this year amounted to \$1,839,506.

Now Lloyd W. Young & Company

The name of Young & Winn, Inc., Chicago advertising agency, has been changed to Lloyd W. Young & Company. Officers are Philip M. Gordon, chairman of the board of directors; Lloyd W. Young, president and treasurer, and M. B. Putnam, secretary.



He Can Help Sales Letters TOO!

How little we realize how much the engraver contributes to good advertising!

How uninteresting our daily mail would be if booklets and folders were bare of illustrations! Advertisers can use the engraver's skill to advantage in sales letters, too.

Right in the sales letter you can show the product—its uses if you

use Two-Text Illustrated Letter Paper. You can use the same fine halftones and color plates that you use in your catalog, booklets or magazine advertising, for on the coated side of Two-Text you can print 133 or 150 screen halftones.

For the letter side you have a real bond surface with a bond feel and look which insures it being given the treatment accorded to letters.

Two-Text is not translucent like bond—but opaque so that the inside printing does not show through. The printed message cannot mar the typewritten message on the first page. Standard Paper Manufacturing Company, Richmond, Virginia.

T W O - T E X T
ILLUSTRATED LETTER PAPER



"I Shot an Arrow into the Air, It Fell to Earth, I Know Not Where!"

Powerful selling messages often miss the mark because they are not aimed at the objective. The man who has coals to sell keeps out of Newcastle; and the man who has investments to sell must talk to investors if his voice is to be raised profitably. If he selects The Daily Investment News as the medium to carry his message, he is talking directly to a large audience of active investors.

Every person in this audience is ready and able to buy. Their confidence in The Daily Investment News as an investment guide is great enough to cause them to pay the highest price for New York's smallest daily newspaper—10c for a 2-page tabloid.

The advertiser who buys space in The Daily Investment News at any time is buying a real bargain, because the circulation is showing a steady, well-defined growth. The advertiser who talks to this paper's readers is talking directly to investors who want to see his message.

Shooting an arrow into the air may be poetical, but shooting an ad into The Daily Investment News is practical!

New York Daily
INVESTMENT NEWS
350 HUDSON STREET

NEW YORK

Books from the Pens of Advertising Agency Men

HAWLEY ADVERTISING COMPANY,
INC.
NEW YORK

Editor of PRINTERS' INK:

We should like very much to obtain a list of books on the subject of advertising written by prominent advertising agency men, which have been published in the last year or two. Such a list would include, for example, Roy Durstine's "This Advertising Business" and Frank Presbrey's "The History and Development of Advertising."

HAWLEY ADVERTISING COMPANY,
INC.,

M. ROLLAND.

PRINTERS' INK maintains a fairly complete library on the subject of advertising and merchandising. We have over 600 books that have been published on these topics since the beginning of the twentieth century—and some that go back as far as 1866.

A study of all these books reveals that seventy-two were written by advertising agency men. One of the first books written by an advertising agent was "Forty Years an Advertising Agent," by George P. Rowell, the founder of PRINTERS' INK; while Frank Presbrey's volume, "The History and Development of Advertising," is the latest. The books not only treat of the subject of advertising but also of selling and other phases of business. The list follows:

- F. Aumueller,
"The Mechanics of Advertising."
- Gordon C. Aymar,
"An Introduction to Advertising Illustration"
- Howard A. Barton,
"How to Write Advertising."
- Charles Austin Bates,
"Cheer Up,"
"Short Talks on Advertising."
- Earnest Elmo Calkins,
"The Business of Advertising,"
"Business the Civilizer,"
"Louder, Please."
- Earnest Elmo Calkins and Ralph Holden,
"Modern Advertising."
- Paul Terry Cherington,
"Advertising As a Business Force,"
"The Advertising Book—1916,"
"The Consumer Looks at Advertising."
- Paul Terry Cherington in collaboration with Robert Winternitz,
"English Manual for Business."
- Paul E. Derrick,
- Truman A. DeWeese,
"Keeping a Dollar At Work,"
"Practical Publicity,"
- Howard W. Dickinson,
"A Primer of Promotion,"
"Crying Our Wares."
- Albert W. Dippy,
"Advertising Production Methods."
- H. M. Donovan,
"Advertising Response."
- Roy S. Durstine,
"Making Advertisements and Making Them Pay,"
"This Advertising Business."
- Ray Giles,
"Breaking Through Competition,"
"Developing and Managing Salesmen."
- Kenneth M. Goode and Harford Powel, Jr.,
"What About Advertising?"
- E. T. Gundlach,
"Old Sox on Trumpeting."
- S. Roland Hall,
"The Advertising Handbook,"
"Business Writing,"
"Getting Ahead in Advertising and Selling,"
"Handbook of Business Correspondence,"
"Handbook of Sales Management,"
"How to Get a Position and How to Keep It,"
"Mail-Order and Direct-Mail Selling,"
"Retail Advertising and Selling,"
"Short Talks on Retail Selling,"
"Theory and Practice of Advertising,"
"Writing an Advertisement."
- Charles Frederick Higham,
"Looking Forward,"
"Scientific Distribution."
- L. J. Hoenig,
"Modern Methods in Selling."
- Ralph Holden and Earnest Elmo Calkins,
"Modern Advertising."
- Claude C. Hopkins,
"My Life in Advertising,"
"Scientific Advertising."
- Charles W. Hoyt,
"Scientific Sales Management,"
"Scientific Sales Management Today."
- E. H. Kastor,
"Advertising."
- Floyd Y. Keeler and Albert E. Haase,
"The Advertising Agency."
- V. C. Kitchen,
"Waste Places."
- E. St. Elmo Lewis,
"Efficient Cost Keeping,"
"Getting the Most Out of Business,"
"On Various Topics During 1910,"
- Norman Lewis,
"How to Become an Advertising Man,"
"Samples, Demonstrations and Packaging."
- John Horace Lytle,
"Advertising Media and Copy."
- Theodore F. MacManus,
"The Sword Arm of Business,"
- Theodore F. MacManus and Norman Beasley,
"Men, Money and Motors,"

John Lee Mahin,
"Advertising-Selling the Consumer."
Wilbur D. Nesbit,
"First Principles of Advertising."
Alex F. Osborn,
"A Short Course in Advertising."
George Harrison Phelps,
"Our Biggest Customer."
Harford Powel, Jr., and Kenneth M. Goode,
"What About Advertising?"
Frank Fressley,
"The History and Development of Advertising."
George P. Rowell,
"Forty Years an Advertising Agent."
Thomas Russell,
"Retail Salesmanship,"
"Commercial Advertising,"
"The Control of Selling,"
"Success in Retail Advertising."
L. D. H. Weld,
"The Marketing of Farm Products."
Percival White,
"Advertising Research,"
"Market Analysis,"
"Scientific Marketing Management."
Percival White and Walter S. Hayward,
"Chain Stores,"
"Marketing Practice."
Percival White and Lew Hahn,
"The Merchants' Manual."

This list is undoubtedly incomplete but we feel that most of the important books that have been written by advertising agency men are included. If any omissions are noticed we would very much like to know of them. A great many of these books are no longer in print, especially those that were written fifteen or twenty years ago.—[Ed. PRINTERS' INK.]

Don Holt to Direct Kari-Keen Sales

Don Holt has been made sales manager of the Kari-Keen Manufacturing Company, Inc., Sioux City, Iowa, manufacturer of auto luggage carriers. He succeeds E. Alden.

Appoints Joshua B. Powers

The Evening Standard, London, Manchester and Glasgow, has appointed Joshua B. Powers, Inc., publishers' representative, as its advertising representative for the United States, France and Germany.

Chain Store Executives to Meet

The National Chain Store Association will hold its annual convention at Chicago on September 23, 24 and 25.

Wrote First in 1910 and Twenty-nine Times Since 1914

THE SHERWIN-WILLIAMS CO.
CLEVELAND, O., AUGUST 9, 1929.

Editor of PRINTERS' INK:

Answering your good letter of Aug. 7, I think your contributor is perhaps correct that my first association with and contribution to PRINTERS' INK was just about twenty years ago which would make it 1909. Unfortunately, my clipping file doesn't go back further than 1914 during which year I find that I contributed quite a few articles.

I have a fairly good recollection that I contributed something on the subject of house-organs or some kindred subject as far back as 1908, 1909 or 1910 but this should be verified from your records as I am simply basing my recollection on the fact that I started to work in the advertising department here twenty-two years ago—in July, 1907—right out of school and it is unlikely that I would have contributed much of anything until 1908 or 1909. One never can tell, however, in view of the absolute authority with which the beginner in advertising generally discusses or writes on most any subject.

C. M. LEMPERLY,
General Manager Publicity.

Addition to Philadelphia Window Display Service

The S. J. Hanick Company, Philadelphia, window display service, has taken over the Philadelphia branch of the Raleigh Window Display Service, which becomes an associate of the Hanick company. The Hanick company will operate in Philadelphia and suburbs, Delaware and Southern New Jersey. The Raleigh company will cover Eastern Pennsylvania, excepting Philadelphia.

B. C. Andrew Joins Wichita, Kans., Agency

Byron C. Andrew, a transport pilot, has joined The Kolthoff Advertising Company, Wichita, Kans. He formerly was with the Potts-Turnbull Company, Inc., at Kansas City. Previously, he had been with the Bennett School of Aviation, Kansas City, as advertising manager.

Roger A. Johnstone Opens Los Angeles Office

Roger A. Johnstone, Pacific Coast publishers' representative, San Francisco, has opened an office at Los Angeles. Don Harway, who has been with the San Francisco office, is in charge. He has been succeeded at San Francisco by Lynn Bramkamp.

Agard & Agard New Accounts

Agard & Agard, Inc., publishers' representative, Chicago, have been appointed to represent *Farmer & Breeder*, Sioux Falls, S. D., and *T. N. T.*, Muscatine, Iowa.

Illustrations That X-Ray the Product

How Sectional-View Illustrations Are Being Relieved of the Too-Mechanical Atmosphere

By W. Livingston Larned

SECTIONAL-VIEW illustrations almost always present technical difficulties to artist and advertiser alike. It would appear, however, that a solution to the problem has been arrived at in the last few years, as evidenced by the really remarkable manner in which many such drawings are conceived and executed.

An outstanding drawback in connection with the look-in type of drawing has to do with a tendency to show too much and to produce a rather complex, confused design. The eye is baffled by the fusing of two wholly contrasting elements.

If an advertiser undertakes to picture a product which is concealed from casual view, under normal circumstances, the resultant illustration is not interesting. Its mechanical features fail to interest the reader. He is literally compelled, therefore, to fuse the product with another element, the latter of sufficient artistic merit to make up for the former deficiency.

To take a concrete instance of this, in order to illustrate what a product such as Flax-li-num really is and does, the artist must open up the wall of a home, and allow you to peer behind the plaster surface. He should, in some illustrations, go further than this, and picture its place in the scheme of things, as a protection against severe heat or cold.

The difficulty involved may be best shown by an extract from a Flax-li-num advertisement to the home builder: "Modern science

says: Install one-half inch insulation to form two air spaces in your wall. Without the two air spaces you must use three-fourth-inch material. Correct utilization of the extra air space proves Flax-li-num to be the economical insulation. It was created to fit this method. The one-



2 air spaces

The Thermometer at the Side of This Flax-li-num Illustration Lifts It Out of the Ordinary Sectional View Class

half-inch sheets come ready to install between the studs. Two air spaces are formed."

Not one person in 500 could easily visualize just what this means. A picture, a diagrammatic illustration, is indispensable. It is better shown than described. But here again, a mere look-in view of a house wall would certainly not produce an attractive type of picture.

The artist, working along current lines, combines various elements. First, he shows an attractive sitting room, close-up, with figures for human interest. Then he slices away the outer wall and permits

you to see what is inside and beyond. The laths are pictured, the studs, the board strips nailed to them and finally the very outer rim of detail and a wintry scene. And, in proper place, is Flax-li-num.

It is the combining of the two major parts, however, that makes the illustration acceptable to the reader. He may quickly and easily visualize just what the product is and how it is placed, how it functions. The one outstanding difference between old-style diagrammatic pictures and the newer form rests with an added ingredient, and in this case it is a thermometer placed outside the chart, with dotted lines shooting back to various air chambers and pockets. Their temperature is thus neatly given and in a thoroughly understandable manner.

Take another and equally interesting example, that of an illustrative diagram picture for Radkovers, the product being an artistic shield for home radiators, so often defacing to rooms and a vexation to women.

It was formerly considered sufficient merely to show half the object in its natural state, and then cut away an equal portion and draw the mechanical parts with painstaking accuracy. The contrast was very sharply defined and equally abrupt.

But, as in the case of the Radkover series, the latest plan is to add still another feature which instantly revolutionizes the illustration and packs it with reader interest. "Like the wave of a magician's wand," headlines one advertisement, which is one of a remarkable series, and the artist takes his cue from the imaginative lead.

A photographic rendering of the radiator is pictured, in a square halftone, and across this halftone, midway, flashes a white wand, held

in a hand beneath the cut. The wand, in other words, is making a swift pass. To the left of it the artistic radiator cover is shown, skilfully retouched, but all detail to the right is a presentation of the old-style radiator.

And what a simple idea! Yet tremendously effective. Minus the hand and wand this illustration would belong to the conventional old school. It would be just another look-in diagram, with no



Like the wave of a magician's wand

AS MAGICIANS wave mere wands to accomplish wonderful transformations, so do Radkovers convert ugly radiators into things of beauty and charm. And more—for Radkovers are extremely useful as well as ornamental. Attractive window seats, work desks, tables and

of heat throughout the room—and actually reduce fuel bills.

Yet Radkovers are pleasingly low priced—a price made possible because of their exclusive sectionalized construction. These standard sec-

The Mere Insertion of a Hand and a Wand Has Changed This Into an Out of the Ordinary Illustration

appealing or refreshing novelty.

This then, is what I have in mind when I say that a new spirit has entered into the creating of diagrammatic or phantom drawings for advertising purposes.

The English artists are adepts in the field. Some English publications are a liberal education in how to make a mere chart or diagram intensely interesting and of a character to hold you grippingly. In one example in the London *Graphic* an artist undertook to show how a typical section of London appeared, in cross-section, from the building level right on down to the last underground tunnel. There are many strata and it is a task which might well tax a genius.

But, as reproduced, this picture was astounding in its appeal. There

CHAIN STORE REVIEW

Vol. II

Fifty Cents

No. 8

Over 69,000 Retail Grocery Outlets

—can be reached through the Grocery Products Section of CHAIN STORE REVIEW.

This is the greatest number of grocery stores you can cover with your advertising in any one publication,—and it sells at the lowest cost per page and lowest cost per thousand of any.

Superlatives,—of course,—but it was built to be superlative.

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For information write or phone—

Chain Store Review, Inc.
1732 Graybar Bldg., New York City



were so many intricate little patterns of human design, of elevations, of hurrying, bustling activity, that you felt you were possessed of X-ray eyes. The disturbing idea of charts and diagrams was missing. It is this too-mechanical atmosphere that makes the dull illustration.

Another *Graphic* study of both the exterior and the interior of the great dirigible that is to cross the ocean from London was handled in the same modernized mood. You could see through layers of subject matter, yet there was absolutely no confusion.

There is so much more to phantom illustrations than to slice off a section, and show the exterior and interior of the same object. That has been done these forty years past with varying degrees of success. For the most part, they have been sadly deficient in pictorial eye-appeal. To interest people in mechanism is not easy. There is a persistent disinclination to bother with such details. The physical beauty or stability of a product is apparently what counts most. But manufacturers of certain products realize that their main argument must be seen. Curtains should be drawn and processes disclosed, if the excellence of a patented idea is to sink in and prove itself.

The soul of many products lies beneath the surface and how to bare it to the public is a perplexing problem. This newer approach, therefore, is important. It merely means that an excuse is given for thus picturing two planes, two concepts.

The magic wand was a solution. There have been many others. "If a shoemaker should cut a pair of these shoes in half—this is what you would see," declared a man-

ufacturer of footwear, in a rather fascinating page.

Previous to this, he had pictured, photographically, just such look-in views and they had been failures. Bluntly shown and without imagination, they were just diagrams and nothing more. The reader was indifferent.

A scene was shown in a typical shoe repairing shop of an average



This Illustration, in Color, Gave a Spencer Heater Advertisement a Distinctive Eye-Attractor and Solved a Difficult Picture Problem

town. A man and a woman were watching an old shoemaker, as, with a large, sharp knife, he cut a shoe into two equal parts.

Directly beneath there was an enlargement of his hands and the sliced shoe. It was of sufficient size to bring out all the small details of construction. The manufacturer of that shoe felt that if he could only interest the country in the method of building the shoe and its unique features, his advertising would then get down to business.

It was the imaginative character study in the shoe shop that lifted this illustration out of the old-style diagram class. And there has been satisfactory response to it. Another

Aug. 15, 1929

PRINTERS' INK

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UNQUESTIONED / LEADERSHIP!

During the past fifteen years the DRY GOODS Merchants Trade JOURNAL has made far more progress than any other dry goods publication.

It has been and is *the one conspicuously successful publication* in its field. Both merchants and advertisers recognize this fact.

Almost all advertisers wishing to reach the nation's better department, general and dry goods stores in the medium sized cities and towns select the JOURNAL as their *first choice*. Many manufacturers have used it exclusively for years.

DRY GOODS MERCHANTS TRADE JOURNAL

181 Madison Ave.
NEW YORK

MERCHANTS TRADE JOURNAL
Member of A. B. C.
DES MOINES, IOWA

1800 Mollers Bldg.
CHICAGO

Getting results with Radio

... a new kind of Radio Service



DAVID D. CHRISMAN



WM. M. SWEETS



DANA NOYES

SHOULD advertisers expect radio advertising to produce definite and immediate sales increases? Or should they be content to secure good will alone?

We have always felt that the value of printed advertising should be measured solely by sales. Similarly, we believe that the value of radio advertising should be judged by the results secured.

Good will, while of tremendous value, should be viewed largely as a by-product.

In establishing our Radio Division, we are fortunate in being able to have as Director, Mr. David D. Chrisman, a man of long experience in radio advertising, who has found a way to make radio advertising directly profitable.

Associated with Mr. Chrisman is Mr. Wm. M. Sweets, formerly Production Manager of the National Broadcasting Co., and Mr. Dana Noyes, who was also associated with the National Broadcasting Co., as Idea and Production man. Mr. Sweets is in direct charge of program production and Mr. Noyes is associate director of production and music.

The Collier Hour, using the National Broadcasting Co.'s "net-work" and the

Mary and Bob, the principal characters in the True Story Hour, who are listened to by millions each Friday night.



True Story Hour, using the Columbia Broadcasting System "net-work," two outstanding radio programs, are among those that were conceived and have been handled since the beginning by Mr. Chrisman. The tremendous increase in newsstand circulation of both of these publications offers ample evidence of the selling effectiveness of the programs used.

In our new Radio Division we have the complete facilities for handling the entire work, from the creation of the original idea to the execution of the entire program.

Every artist employed for our clients' Radio Programs is carefully trained in microphone technique before broadcasting. Our files contain a list of some 700 artists, including Broadway's dramatic stars, who have been used on various broadcasting programs during the past five years.

Without obligation on your part, we shall welcome the opportunity to discuss broadcasting and how it may be used to definitely build sales for you.



Ruthrauff & Ryan, Inc.

New York, 132 West 31st Street; Chicago, 360 North Michigan Ave.;
St. Louis, Arcade Bldg.

layout will carry the singular headline: "If people wore halves of shoes." The illustration is a close-up of a man, with foot raised to the rail of a country club porch. And he is wearing just one half of a shoe. The other half, enlarged, is reproduced in close juxtaposition to its mate.

These are examples of an added feature which so often makes for the newer style of phantom, look-in or diagrammatic illustration, with the public coaxed into an extra consideration of mechanical details and "inside information" concerning the product.

Ever since any artist can remember, there has been a brave attempt on the part of makers of furnace equipment to picture the inside system of these devices and the coal burning, heat-directing influences at work, in a clearly understandable way.

Such diagrams always attracted the engineering type of mind alone and meant much to them. But ordinary readers very largely passed them by as entirely too intricate to "work out."

Now comes a campaign, in color, for Spencer Heaters which I maintain is an emphatic refutation of the fact that such chart-pictures are impossible of execution.

It has been the Spencer plan to make a separate study of the layers of coal, the flames and the air currents, highly dramatized and, in some instances, drawn in the modernistic technique.

As illustrations they are unusual and rather fascinating, with their interposed captions, such as "The fire burns up-hill, coal burns down," struck vividly, at angles, right across each composition.

No attempt was made to picture the entire detail of the inside of a boiler. That would have meant a complicated layout and was not necessary. It was the simplifying of the idea that clarified this series. And it is a good thought always to keep in mind.

Tear away the outer covering of your product and allow people to see what goes on "inside," but supply a pictorial reason for it, which will inject these new elements into

the artist's descriptive canvas. It is almost better not to attempt a diagram illustration at all than to allow it to go the route of the old-style layout; lifeless, lacking in any animation or imaginative appeal.

To Direct Sales of New Yellow Air-Cab Company

Paul R. Riley, formerly sales executive of the Swallow Aircraft Company, has joined the Yellow Air-Cab Company, Wichita, Kans., as advertising, sales and organization director. The Yellow Air-Cab Company has been organized to distribute Yellow Air-Cab systems in various cities and has completed operating arrangements with various Yellow Cab concerns throughout the country. Gary E. Prebensen is president of the new company.

G. F. Kroha, Vice-President, Pfaudler Company

George F. Kroha has been elected vice-president of the Pfaudler Company, of Rochester, N. Y., and will have charge of publicity and sales promotion. He has been with the company ten years and has been assistant general sales and advertising manager.

The company also appointed Herbert R. Hanson advertising manager.

To Be Merged with the "American Builder"

Effective with its September issue, the *American Builder*, published by the Simmons-Boardman Publishing Company, Chicago, will absorb the *Building Developer*, New York, and *Home Building*, Chicago. The enlarged *American Builder* will continue to be published at Chicago.

Washington, D. C., Cleaners Co-operate in Campaign

Seven dry cleaners of Washington, D. C., have joined in a co-operative advertising campaign which is using newspapers. An identifying emblem is being used in the advertisements which emphasize the service of the member cleaners. This campaign is being handled by Sitgreaves Advertising, Washington, D. C.

Joins Mogensen Staff

Don Walsh has joined the staff of M. C. Mogensen & Company, Inc., publishers' representative, San Francisco. He was formerly with the Robert June Advertising Agency, Detroit, and with the Detroit Better Business Bureau.

New Pacific Coast Magazine

A new golf magazine, to be called *Pacific Coast Golfer (Aviator and Yachtsman)* will commence publication about August 20 at San Francisco.

The man about town

won't be told
what to like

He knows that already...
But he depends on **TOWN & COUNTRY** to tell him where to get it...He may be in doubt about a plage, a piece of furniture, or a new celebrity...**TOWN & COUNTRY** settles the matter for him...He accepts its opinion on arts and necessities as he accepts his man's on cuff-links and Chablis

TOWN & COUNTRY reflects the good taste he is accustomed to...in cars...houses...horses...yachts...He is a many-sided person...difficult to please...**TOWN & COUNTRY** saves him the bore of selection by elimination...He takes its judgment on faith because its pages are closed to the doubtful and mediocre...



SINCE 1925
TOWN & COUNTRY
has published in
excess of a million
lines of advertising
ANNUALLY...over
1600 pages **4**

Lowest Farm Paper Advertising

JUST as The Daily Kansas City Star has the lowest advertising rate per thousand copies of all daily newspapers, so does The Weekly Kansas City Star offer advertisers a like advantage in the farm paper field.

The Weekly Kansas City Star's advertising rate, for the circulation offered, is less than that of any other agricultural publication. This distinction is not new to The Weekly Star, but is one it has enjoyed for years. The milline rates of the leading farm papers are shown in the list opposite.

The Weekly

465,000 Paid-
in adva

Milline Advertising Rates of Farm Papers

Weekly Kansas City Star.....	\$2.69	The Dakota Farmer (Semi-monthly)	8.57
Kansas Farmer (Weekly).....	7.27	Farm & Fireside (Monthly).....	4.48
Missouri Ruralist (Semi-Monthly)	6.51	Hoard's Dairymen (Semi-monthly)	8.30
Oklahoma Farmer & Stockman (Semi-Monthly)	6.59	Idaho Farmer (Weekly).....	8.59
Nebraska Farmer (Weekly).....	7.18	Illinois Farmer (Semi-monthly)	6.41
Wallaces' Farmer (Weekly).....	6.88	Montana Farmer (Semi-monthly)	8.67
Prairie Farmer (Weekly).....	6.02	New England Homestead (Weekly)	7.18
American Agriculturist (Weekly)	5.73	Oregon Farmer (Weekly).....	8.90
Capper's Farmer (Monthly).....	4.84	Rural New Yorker (Weekly).....	5.01
Country Gentleman (Monthly)	4.19	Farm & Ranch (Weekly).....	7.16
Farmer's Wife (Monthly).....	5.13	Southern Agriculturist (Semi-monthly)	5.38
Indiana Farmer's Guide (Weekly)	6.34	Southern Planter (Semi-monthly)	5.43
Michigan Farmer (Weekly).....	6.33	Southern Ruralist (Semi-monthly)	5.79
New Breeders Gazette (Monthly)	8.00	Utah Farmer (Semi-monthly)	10.28
The Ohio Farmer (Weekly)	6.09	Washington Farmer (Weekly)	7.52
Pacific Rural Press (Weekly)	7.49	Standard Farm Paper Unit (14 farm publications)	5.88
Pennsylvania Farmer (Weekly)	5.74		
Progressive Farmer (Weekly)	5.52		
Successful Farming (Monthly)	5.85		
Western Farm Life (Semi-monthly)	57.65		
Farm Journal (Monthly)	4.93		
California Cultivator (Weekly)	7.71		

Above Rates from Standard Rate & Data Service, August, 1929.

ngRate!

Still greater than these economy advantages is The Weekly Star's overwhelming supremacy in circulation—*the largest weekly R.F.D. circulation in America*. On many rural routes every farmer is a subscriber to The Weekly Star.

Send for The Weekly Star's seven-state survey. It shows in maps and tables the number of farms and the number of Weekly Star subscribers by counties.

Weekly Kansas City Star.

Paid-in Advance Subscribers

A List of Advertising Expenditures for 1928

THE Bureau of Advertising of the American Newspaper Publishers Association has issued a bulletin which lists the estimated 1928 expenditures in magazines and newspapers of 100 of the larger advertisers. Because of the many inquiries which PRINTERS' INK receives concerning advertising appropriations, the figures listed in the bulletin are published below.

It is important to bear in mind that the figures are estimates only. They do not cover all expenditures in these mediums, nor do they take into consideration the money expended in mediums other than magazines and newspapers.

The Bureau takes as its basis the names of 100 leading magazine advertisers as classified in a compilation made by the Curtis Publishing Company from a study of advertising in thirty-seven national publications. The advertisers are listed in the order of their estimated magazine expenditures. A second column lists the newspaper expenditures as estimated by the Bureau of Advertising.

It is pointed out by the Bureau that the newspaper list does not include certain advertisers, such as General Electric and Westinghouse Electric, which were credited with large expenditures in the survey made by the Bureau. But as these concerns were not included in the Curtis list, they are not included in the figures given in the recent Bureau bulletin.

Also in several instances no newspaper estimates are given for certain advertisers whose expenditures are given in the magazine list.

In the case of the R. J. Reynolds Tobacco Company, it is stated in the bulletin that the Curtis list gives an expenditure of \$391,550. "Inquiry showed that this figure did not include any cigarette advertising, but was solely an expenditure on Prince Albert Tobacco," according to the bulletin. "In this case the Bureau has sub-

stituted magazine figures of the Crowell Publishing Company which has credited Reynolds with an expenditure of \$1,037,525. This includes Camels and all other brands of that company."

The bulletin also states that "the present comparison is the first of its kind to be made possible by taking the magazine figures and checking them with newspaper estimates."

The listing, as published in the bulletin, follows:

	Newspapers	Magazines
Procter & Gamble	\$ 900,000	\$3,317,172
Postum Co.	2,750,000	3,001,167
Campbell Soup Co.	40,000	2,212,189
Quaker Oats Co.	700,000	1,588,467
General Elec. Co.	1,250,000*	1,552,074
Lambert Pharmacal Co.	2,500,000	1,461,375
Colgate & Co.	1,500,000†	1,404,366
Fleischmann Co.	1,000,000	1,180,830
Congoleum-Nairn, Inc.	200,000	1,149,112
Chevrolet Motor Co.	4,500,000*	1,107,800
Armstrong Cork Co.	350,000	1,088,672
Ford Motor Co.	2,630,000	1,054,856
Dodge Bros. Corp.	2,500,000*	1,031,041
Wm. Wrigley, Jr., Co.	10,000	1,012,277
Lehn & Fink, Inc.	365,000	1,004,382
Hudson Motor Car Co.	3,500,000*	970,150
Victor Talking Machine Co.	500,000	961,713
Swift & Co.	250,000	954,240
Wesson Oil & Snowdrift Co.	400,000	929,817
Palmolive-Peet Co.	906,038
Bristol-Myers Co.	25,000	898,182
Chrysler Sales Cor.	4,000,000*	868,250
Andrew Jergens Co.	65,000	847,275
Union Carbide & Carbon Corp.	540,000	832,960
Pepso-Nett Co.	750,000	809,586
Vacuum Oil Co.	450,000	800,150
H. J. Heinz Co.	1,000,000	787,481
Frigidaire Corp.	1,750,000	784,566
Willys-Overland, Inc.	2,500,000*	778,208
Goodyear Tire & Rubber Co.	500,000	774,000
Cudahy Packing Co.	450,000	767,550
Packard Motor Car Co.	1,000,000	763,128
Ponds Extract Co.	245,000	755,284
E. R. Squibb & Sons	900,000	750,830
California Packing Co.	None	733,445
Buick Motor Co.	3,000,000*	729,135
Texas Co.	425,000	722,910
International Silver Co.	125,000	672,370

*Includes Dealer Co-operative Advertising.

†Colgate Palmolive-Peet expenditure.

See Colgate & Co.

	<i>Newspapers</i>	<i>Magazines</i>		<i>Newspapers</i>	<i>Magazines</i>
Cadillac Motor Car Co.	\$750,000	\$648,077	Borden Co.	\$245,000	\$376,525
E. I. duPont de Nemours & Co.	190,000	646,130	Royal Baking Powder Co.	10,000	376,402
Radio Corp. of America	1,200,000	625,071	W. A. Sheaffer Pen Co.	200,000	373,642
Fels & Co.	25,000	613,690	Marmon Motor Car Co.	800,000	362,200
Oakland Motor Car Co.	3,750,000*	607,750	Parker Pen Co.	295,000	359,221
Simmons Co.	575,000	601,544	R. L. Watkins Co.	175,000	358,868
Hupp Motor Car Corp.	3,000,000*	598,000	Kroehler Mfg. Co.	None	357,805
Cream of Wheat Co.	25,000	590,552	Johnson & Johnson Reid, Murdoch & Co.	250,000	351,570
Maxwell House Products Co.	750,000	588,139	Selby Shoe Co.	50,000	350,500
Kotex Co.	750,000	583,571	Western Clock Co.	75,000	350,017
Johns-Manville Corp.	None	562,888	Elgin National Watch Co.	125,000	347,232
B. F. Goodrich Rubber Co.	600,000*	560,270	Corn Products Refining Co.	25,000	343,088
Bon Ami Co.	110,000	557,715	Pinaud, Inc.	115,000	341,582
Reo Motor Car Co.	1,000,000	554,400	General Tire & Rubber Co.	1,000,000*	327,928
Lever Bros. Co.	3,750,000	539,554	Olds Motor Works	1,200,000	321,150
Kellogg Co.	2,000,000	538,248	Gillette Safety Razor Co.	20,000	319,400
American Tel. & Tel. Co.	10,000	516,495			317,073
Laundryowners National Assn.	None	515,465			
Metropolitan Life Ins. Co.	120,000	514,387			
Firestone Tire & Rubber Co.	1,000,000	497,585			
S. C. Johnson & Son.	150,000	497,308			
General Motors Corp.	2,000,000	492,284			
Kraft-Phenix Cheese Co.	80,000	490,605			
California Fruit Growers Ex.	130,000	481,149			
Eastman Kodak Co.	290,000	462,417			
Evaporated Milk Assn.	None	457,770			
Cannon Mills, Inc.	None	431,475			
Fisher Body Corp.	800,000	430,189			
Coca-Cola Co.	35,000	422,946			
Sherwin-Williams Co.	30,000	421,180			
Hawaiian Pineapple Co., Ltd.	None	419,335			
The Wander Co.	240,000	417,310			
United States Rubber Co.	785,000	415,245			
Sun-Maid Raisin Growers of Cal.	12,000	413,874			
Hoover Co.	30,000	413,750			
Oneida Community Ltd.	None	411,890			
Atwater Kent Mfg. Co.	1,500,000	409,520			
Ethyl Gasoline Corp.	None	399,933			
Stephen F. Whitman & Sons.	None	395,511			
R. J. Reynolds Tobacco Co.	1,500,000	392,280			
Nash Motors Co.	3,500,000*	1,037,525			
International Harvester Co.	250,000	385,853			
Timken Roller Bearing Co.	12,000	381,601			
Mennen Co.	10,000	378,473			

*Includes Dealer Co-operative Advertising.

†Included in the Postum Company figure.

New Accounts for Roche Agency

The C. D. Osborn Company, Chicago, manufacturer of Osborn gloves, has appointed the Roche Advertising Company, of that city, to direct its advertising account. Magazines and newspaper rotogravure sections will be used.

The Temperator Company, Chicago, maker of factory control devices, has also placed its account with the Roche agency. Business publications and magazines will be used.

J. Harry Selz Dies

J. Harry Selz, president of Selz, Schwab & Company, shoe manufacturers, died on August 11 at Glencoe, Ill. He was 65 years old.

Mr. Selz had been identified all his life with the business founded by his father, Morris Selz, in 1871. He was also active in the affairs of several other corporations and he was a director of the Continental Illinois Bank and Trust Company.

Outdoor Advertising Firms Merge

The Alpha Claude Neon Corporation, Pittsburgh, and the Kelly Outdoor Advertising Company, Erie, have consolidated their interests in Erie and Crawford counties, Pennsylvania, and organized the Kelly-Claude Neon Corporation. The president of the new company is William A. Kelly.

Autocar Appoints C. E. Dwyer

C. Eustace Dwyer has been appointed assistant sales manager in charge of national accounts of The Autocar Company, Ardmore, Pa., manufacturer of motor trucks.

Newspaper Advertising Helps New Owners to Win Public Favor

How a "Corporation" Developed Public Confidence When It Bought Out a Group of Small Telephone Exchanges

By H. F. Rehg

Director of Publicity, The Public Utility Investment Company, Salina, Kans.

INCLUDED in our system are three telephone companies operating 109 telephone exchanges in Missouri, Kansas and Oklahoma. Most of these are in Missouri, and have been acquired in the last two years. We operate them under the name of the Central West Missouri Telephone Company.

The condition of plant facilities, rates, and collections in Missouri was none too gratifying when we purchased the exchanges from former owners. In most instances, subscribers were paying rates somewhat lower than those considered fair in successful, well-regulated telephone businesses. Many delayed paying their bills or neglected them entirely. In very few such instances was service discontinued, perhaps because of personal friendship. The consequence was that repairs, improvements and extensions of facilities were neglected for lack of funds and the public had gradually become used to indifferent service.

All this was apparent when the properties were analyzed before purchase was effected, and the situation was not encouraging. However, we acquired them, sensing the possibility of large potential business when businesslike methods became the rule and when all elements of service were placed upon a higher standard.

Even before the Public Service Commission of Missouri had approved our purchase of the 55 exchanges in that State, construction work, rate adjustments and collection rules were being planned, and as soon as ratification was given thousands of dollars' worth of material and gangs of men were sent in and many of the facilities were rebuilt.

Naturally, the fact that a "cor-

poration" had taken over the telephone system aroused no little suspicion and distrust, and before there was time to rebuild lines, telephones and switchboards, poor service suddenly became intolerable and complaints were sent in to the State Commission. This was even before any changes in rates or collection rules were suggested. So our problem was difficult.

Any public service company will tell you that its business success depends quite largely upon maintaining good public relations. When people buy grudgingly they buy only what they can hardly do without. When they pay grudgingly there is nothing conducive to mutual pleasure and continued, growing business relations.

Winning Confidence

Therefore, to hold our existing subscribers indefinitely and to gain many new ones, our job was to improve public relations. We had to show the public the sincerity of our motives. Confidence had to be won. Not only did we have to win the public good-will, but many of our new employees, who had been retained on their former jobs, had to learn that their new employer was deserving of their loyalty and their best efforts. This latter task was not so difficult, as letters and personal contact readily won them over.

The big job—winning public favor—was tackled with the help of newspaper advertising almost entirely.

Every week we carried specially prepared advertisements, two column by six inches, or larger, in every newspaper in our towns, telling how indispensable telephone service is to any progressive community, how it is worth all it

costs, as proved by its permanency in most homes and businesses, how solid does the service fall or falter, and so on.

Just as the frequent reading of the name of any advertised article creates confidence in that article, so has the appearance of our company name in print week after week during most of this period identified us as a worthy institution in the community. Result, gradually increased public confidence.

District managers and local employees report that they can sense a very definite change in public attitude, and our general manager after a recent trip of inspection over the system gives it as his opinion that public relations have improved remarkably since our advertising program was begun.

As material proof of this, we have the fact that a recent one-week survey and campaign for new subscribers was very resultful and there were very few complaints regarding any phase of the service; also, recently announced rate increases and changes in collection rules have met with little or no opposition.

Newspapers will continue to play their part in our advertising program, for we believe in "keeping our customers sold."

Rexford Bellamy to Make Headquarters at Chicago

Rexford Bellamy, vice-president of the Bellamy-Neff Company, advertising agency, who has been dividing his time between the agency's New York and Chicago offices, will hereafter devote his entire time to the Chicago office, where he will be in charge of plans and copy.

"Poultry Tribune" Appoints New Manager

H. H. Steup, for the last year assistant advertising manager of *Poultry Tribune*, has been promoted to advertising manager of that publication, succeeding Ivar Mattson, resigned.

H. H. Herzberg Leaves "Giftwares"

Harry H. Herzberg has resigned as president of *Giftwares*, New York, with which he has been associated since its beginning in 1922.

U. S. Rubber Reports Increase in Net Sales

Net sales of The United States Rubber Company, after all discounts and allowances, amounted to \$86,073,346 for the six months ending June 30, according to its recent semi-annual report. This is an increase of \$1,892,240, or 2.25 per cent, over the corresponding period of 1928 on a comparable basis.

In his letter to stockholders F. B. Davis, Jr., president of the company, said, "Selling prices of all commodities averaged substantially lower this year than last year. Unit sales of tires increased but there was a slight decrease in the dollar value because of continuing lower selling prices."

And Yet, Twenty-two Years Do Not Seem So Long

CHARLES W. MEARS
COUNSELOR IN MARKETING
CLEVELAND, AUG. 8, 1929.

Editor of PRINTERS' INK:

As nearly as I can recollect I did not break into *PRINTERS' INK* until about 1907. In that year I won first prize in the \$5,000 Arbnuckles' Coffee contest for selling an advertising plan.

I was one of the early contributors to *PRINTERS' INK* and for all I know that date may be prior to 1907.

CHAS. W. MEARS.

J. H. Heist with Cramer-Krasselt Agency

J. H. Heist, recently sales and advertising manager of the Wheary Trunk Company, Racine, Wis., is now a member of the field merchandising staff of Cramer-Krasselt, Inc., Milwaukee advertising agency.

John A. Sanborn with "People's Popular Monthly"

John A. Sanborn has joined the New York sales staff of *People's Popular Monthly*. He was recently with the Chalmers Publishing Company and previously had been with the Condé Nast Publications and the *New York Times*.

Hat Account to Botsford-Constantine

Evergreen California Hats, Inc., San Francisco, has placed its advertising account with the San Francisco office of the Botsford-Constantine Company, Pacific Coast advertising agency.

S. T. Stahl Joins Van Allen Agency

Samuel T. Stahl, formerly with the Maurice H. Needham Company, Chicago, has joined the Van Allen Company, advertising agency of that city, as assistant production manager.

Packers' Court Petition Spotlights Marketing Changes

Armour and Swift, in a Petition to Modify Consent Decree, Bring Out in an Interesting Way the Radical Distributive Changes of the Last Decade

ON August 10, two petitions were filed in the Supreme Court of the District of Columbia, one by Armour & Company, the other by Swift & Company. Both petitions requested the court to modify what has come to be called the "packers' consent decree." Under the terms of this decree, certain packing companies are prevented from engaging in any phase of the business of handling food products except meat and meat products. The decree further forbids them from establishing retail meat markets.

Both Armour and Swift want to operate meat markets and distribute other food products. They want to be permitted to own stock in other companies engaged in distributing and selling food products. They claim that their very existence depends upon these modifications of the decree and base this claim on the fact that startling changes have occurred in distribution since the decree was entered in 1920.

The legal phases of the petitions undoubtedly will be of keen interest to lawyers. Their merchandising aspects are of equal interest to those concerned with distribution in all its factors. Let us, then, leave the law for the lawyers and scan quickly the merchandising facets.

Perhaps as clear a picture as may possibly be obtained is to be had by concentrating on Armour's petition. An examination of this petition (it runs into thousands of words) leaves little doubt that it is the changes in distribution brought about by chain-store growth upon which Armour, at least, depends for approval of its request for modification. For example, at the very start of the petition it is pointed out that in 1920, when the petition was entered, the chain of distribution was still from manu-

facturer to wholesaler—to retailer—to consumer. "Since that time," the Armour petition declares, "the whole trend has been toward distribution direct from manufacturer to consumer. . . .

"At the time of the entry of the consent decree, chain grocery stores constituted but a small factor in the distribution of food products and they had shown no tendency to expand into the field of retail meat distribution. In 1920, the total number of chain grocery stores in the United States was 27,000. In 1927, they had grown to 57,000, and it is estimated that at present their number is approximately 70,000.

"In 1919, the total sales of chain grocery stores in the United States was estimated to be \$720,551,000. In 1928, one chain grocery store organization alone had sales amounting to approximately \$900,000,000 (the Great Atlantic & Pacific Tea Company) and the total of all such chain grocery stores was estimated to be well in excess of \$3,000,000,000."

A. & P. Markets Profitable

Other figures portraying chain-store growth are given and then the petition takes up the matter of the opening of meat markets by grocery chain stores. "It is generally understood that the Atlantic & Pacific Tea Company," the petition states, "along with other large chain grocery stores concerns, have found their retail meat department profitable: and, further, that the grocery store having a meat department sells more groceries than before the meat department was established, and also more than a grocery store having no meat department. It is understood that the Great Atlantic & Pacific Tea Company now has 2,500 meat departments in its chain store system and is now carrying out a program



This sketch shows the path followed by a person when blindfolded Going in circles!

Temporary Blindness

Groping around to obtain data on the Syracuse and Central New York market was a tedious process.

The Post-Standard now has ready the standard A. N. P. A. Market Survey for this area, and it is packed full of interesting and useful information.

¶ This survey tells you that The Post-Standard serves an area containing 280,000 families with an annual income of over \$1,000,000,000!

¶ This survey tells that in this area 12 afternoon newspapers divide the reading audience.

¶ This survey tells also that The Post-Standard, being the only large morning paper in this area, has an undivided reading audience.

¶ This survey tells that in this area \$23,263,500 worth of automobiles were purchased last year!

These and other interesting facts are to be found in The Post-Standard's market survey—facts that are necessary in considering this important market!



THE POST-STANDARD

Syracuse, N. Y.

PAUL BLOCK, INC.
Representatives

New York
Detroit
Chicago

Philadelphia
Boston
San Francisco

DAILY OVER 60,000 NET PAID

SUNDAY OVER 66,000 NET PAID

1829

Now in its Centennial Year

1929



“**E** pluribus...”

*Littlehale, Burnham
and Whitman Agencies
Consolidate!*

THE creative power of many minds the experience of many years the financial strength of three long-established agencies now consolidated in one unified organization.

A merger conceived in the interests of higher operating efficiency and dedicated to a fuller and broader degree of advertising and merchandising service to a long and diversified list of clients.

Effective August 15th, 1929, the Littlehale Advertising Agency (established 1912), the Burnham Advertising Agency (established 1919) and the Whitman Advertisers' Service, Inc., (established 1907) will operate under the merged firm name of

LITTLEHALE BURNHAM FULTON, INC.

P. B. Littlehale, *Pres.*
Hageman E. Hiltz, *V. P.*
H. T. Hodgskin, *V. P.*

R. B. Burnham, *Treas.*
Ralph Rossiter, *V. P.*
Douglas Milne, *V. P.*

A. H. Fulton, Jr., *Secy.*
T. H. Reese, Jr., *V. P.*
A. J. Slomanson, *V. P.*

175 Fifth Avenue, - - - - - New York

Telephones: Algonquin 1250-1-2-3-4-5-6-7

Serving:

Adams & Co.
American Saw Mill Machinery Co.

Anaconda Copper Co. (Marine Division)

Apparatus Engineering Co.
Assn. of Consulting Chemists & Chemical Engineers

Associated Syndicates, Inc.
Bailey Radium Laboratories, Inc.

Banks, Inc.
Bartholomew Bldg.

Bartons Bias Co.
Bing & Bing, Inc.

Binney & Smith Co.
Blum & Mittenthal

Brill, J. G., Co.
Brunswick Saloon, Inc.

Cassidy Co., Inc.
Colonial Upholstery Co.

Decorative Stone Co.
Darnier Metal Bates Corp.

Dureylian Co.
Earl, Walter G.

Engelhard, Charles, Inc.

Erkens Corp.

Federal Furniture Factories, Inc.

Ferguson, John W., Co.

Flatiron Bldg. Corp.

Hammarlund-Roberts Co.

Hotel Dorset
House Folding Furniture Co.
Huloff, John H., Inc.
Hyde-Murphy Co.
International Fire Equipment Corp.

International Resistance Co.
Jacob, H., & Sons
Jacobson Mantel & Ornament Co.

Kuhls, H. B., Fred, Co.
Loch, H., & Co.
Lorcher-Anhalt Co., Inc.
Luders Marine Construction Co.

Lucassen Yacht & Boat Yards
Lyngate, Inc.
Magnus Import, Ltd.
Martin Copeland Co.

Marley Mills, Inc.
Maybach Motor Co.
Metropolitan Museum of Art

Montague-Gobelin Corp.

Moore, Oliver
Morris White, Inc.

Musical Products Distributing Corp.

National Fabric & Finishing Co.
Newcomb, F. J. Mfg. Co.

Oakville-American Pin Division, Scoville Mfg. Co.

Oertz Streamline Rudder Corp.
Oratex Corp.

Pakatakan County Club
Pala-Greenstein Co.

Pew-Yan Boat Co.
Permatex Salts Co.

Preferred Shirt Co.
Richardson-Garrett Bag Co.

Riordan Mfg. Co.
A. J. Roberts & Co., Inc.

Robt. Grosvenor Thomas
Russell Mfg. Co.

Signal Engineering & Mfg. Co.
Smith, Edward, & Co.

Staples, Johnson Co.
Storm Hero Umbrella Co.

Strause, Adler Co.
Sully, George & Co., Inc.

Taylor-Friedman Co.
Thomas Laughlin Co.

Thompson, J. L. Sons & Co.
Tishman Realty & Construction Co.

Triumph Hosiery Mills
Valco Mfg. Co.

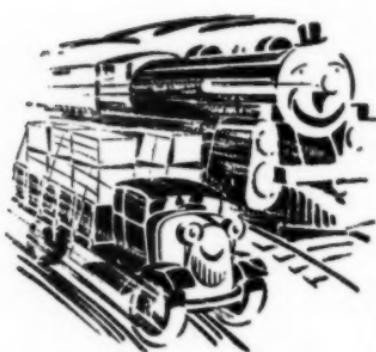
Van Bourgondien Bros.
Vermac Co.

Walter, G. B., Inc.
Weathervill-Bernard Inc.

Weinstein, Charles J., Co.

Weiss, John H., Inc.

Wood Cabinet Corp.



Modern Demons

LUMBERING motor trucks . . . puffing freights, merchandise laden, belching fire . . . smoke . . . noise.

Ever stop to think that every ounce of merchandise loaded upon these demons was *sold* by someone to someone else. What influenced the purchase? A number of things, no doubt. But not the least among them was *advertising*.

It is our privilege, and our pride, to help some of the manufacturers of Southern New England keep these trucks and cars loaded way up . . . and moving forward at a steady pace.

THE
MANTERNACH
COMPANY
Advertising



The Manternach Building

85 ALLYN STREET
HARTFORD CONNECTICUT

of installing 5,000 more such markets in their stores within the next three to five years."

Reference is then made to the remarkable growth of the Kroger chain-store organization. In this connection it is pointed out that this company operates its own bread, cake and cracker bakeries, coffee roasting plants, a general manufacturing plant for making candies, spices, teas, extracts, etc. "More significant, however," it is stated, "is the fact that this chain store organization operates meat packing plants in Cincinnati and Columbus, Ohio, and a sausage factory in Detroit. They are in daily competition with Armour & Company in the buying of hogs and in the selling under their own brands of bacon, hams, lard and other packing-house products. Reliable estimates place the number of retail meat markets operated by this concern at 2,700 to which number others are being added."

There then occurs a significant remark, since it indicates the numerous kaleidoscopic changes in distribution that the chains are bringing about. The petition is still discussing the Kroger chain and declares that this company "is entrenched in a position where, within the next few years, it may very easily eliminate a great number of competitor retail meat markets who are the customers of these defendants (Armour, etc.), and at the same time be in a position to capitalize their large purchasing power and dictate as to the prices which they will pay for the defendants' products."

From the chain stores, the petition proceeds to a discussion of the voluntary chain idea. "One organization of independent merchants formed to meet the competition of large-scale distributors reports, at the end of its second year of operation, a membership of more than 10,000 retail grocers and fifty-two wholesalers, representing an aggregate annual business volume of \$350,000,000. . . Sales of its retail members during the first six months of 1928 were 60 per cent greater than for the corresponding period of 1927, while the business of the fifty-two whole-

sales increased 40 per cent."

With this survey of the chain and the voluntary chain completed, the petition proceeds to point out that the gigantic growth of both methods of retailing makes it absolutely impossible for Armour or Swift or any other organization to monopolize the handling of the food products which the packers are forbidden to handle. Therefore, the petition states, the decree ought to be modified so as to permit the packers to engage in the ownership and operation of retail meat markets, and to handle canned fruits, vegetables and other food products. It is pointed out that competitive conditions make it impossible, from a practical standpoint, to operate retail stores handling meat alone, as practically all retail food stores now handle a full line of meats and groceries.

By way of summary, the petition declares: "Summarizing the above, it is apparent that the marketing of food products in this country has been completely revolutionized since the entry of the decree in 1920. The great development of the chain store has occurred. The individual retailer is passing. . . . The provisions of the decree prohibiting the packer affected from meeting these changed marketing conditions are a serious menace to his business; the situation is becoming more acute every day."

In general, the decree prevents the packers affected by it, the two most important being Armour and Swift, from handling any food products except meat and meat products and from establishing retail meat markets. If these and other restrictions are lifted, as the petitions request, the result will undoubtedly be still further changes of importance in distributing methods and conditions, particularly in the food industry.

Appoints Mogensen

M. C. Mogensen & Company, Inc., publishers' representative, San Francisco, has been appointed to represent the Klamath Falls, Oreg., *Herald and News*.

J. B. Snyder, formerly an account executive with G. Allen Reeder, Inc., has joined Jordan Advertising Abroad, Inc., New York, in the same capacity.

JUDSON
RADIO
Programs
for
Advertising Agencies

Include These Services

- 1 **Experienced Showmanship.**
- 2 **Wealth of Exclusive Talent.**
- 3 **Complete Musical Library.**
- 4 **Program Staff of Musical Experts, Continuity Writers, Program Supervisors, Technical Experts and Announcers.**

The purpose of our organization is to assist you agency men in utilizing the broadcast medium for your clients.

JUDSON
RADIO PROGRAM
CORPORATION
Steinway Building
NEW YORK CITY
CHICAGO OFFICE
Tribune Tower
Chicago, Ill.

95.52%

OF LEADING NEWSPAPER appropriations

347 typical Printers' Ink subscribers invested a total of \$158,558,000 in national advertising in newspapers during 1928—95.52% of the total expended by the 411 leading advertisers included in the Bureau of Advertising list.*

*Estimates compiled by the Bureau of Advertising
of the American Newspaper Publishers Association

What the circulation analysis of the 347 leading newspaper advertisers shows

285 Major Executives

350 Sales Executives

**413 Advertising and Sales Promotion
Executives**

**1024 Assistant Major Executives, Branch
Managers and Miscellaneous—**

**2072 readers in these 347 important
concerns—more than six to an advertiser.**

To those interested in reaching the leading advertisers, a representative will be glad to show a comprehensive list of the major officers, sales and advertising executives and other department heads in these organizations who are readers of the PRINTERS' INK Publications.

Printers' Ink Publications

WANTED



Manufacturers' Agents
contacting the food products, confectionery or tobacco trades to represent an established paper manufacturer now putting on the market a new moisture-proof, vapor-proof, germ-proof, grease-repellent and air-tight packaging paper with many exclusive features and selling in a low price range.

This company also manufactures a complete line of gold, silver and fancy papers and also an exclusive line of gift wrappings. It has openings for salesmen now calling on the box manufacturing or printing trades or having had such experience. For details, address *Service Department*,

GEARE, MARSTON & PILLING, INC.

Advertising

**1600 Arch Street
PHILADELPHIA**

Divine Gifts? No! Preparation and Perspiration

It Takes More Than Mr. Maratta's Three Divine Gifts to Make a Good Salesman

By A. E. Wilder

General Manager, Sealy Mattress Co. of Los Angeles

SALESMEN are born, and salesmen are made, Mr. Maratta,* never forget that.

For several years we had a truck driver who gave no evidence of being able to do anything else well. Like all men into whose make-up there is that divine something that urges them to go on higher, this man suddenly felt an urge to quit the truck and try something else. He approached us with his problem and admitted he wanted to go on the road as a salesman.

Personality he lacked. That surely is a divine gift. A salesman needs it. If born minus a winning personality, no correspondence school can deliver it, though many often sell it.

Power of speech? Well, if Mr. Maratta's definition is correct, namely, a "gift for gab," he had that. But on the truck it evidenced a lot of gibberish that bespoke a not too overburdened brain.

Yet out of curiosity and because we had an opening and could not decide on any one from a list of applicants, and because, too, we liked the man—he was loyal and efficient—we put him on the sales force.

I seriously doubt if from a conversation with him, or from his history, or from his appearance, any sales manager's yardstick would have determined that this man could possibly qualify as a salesman.

Yet, this man, minus personality, minus the ability to dress the part, to look the part, went out and sold more goods than anyone else ever did in his territory.

This man certainly was not a

* "The Three Divine Gifts of Salesmanship" by James Maratta, Director of Retail Sales, Minneapolis-Honeywell Regulator Company, Inc., PRINTERS' INK, July 25.

born salesman. Nor will he die a salesman. He was the very antithesis of one. He could scarcely make a friend because his "gift for gab," his "power of amplification" drove away belief and squelched whatever interest would otherwise be evidenced in his gab. As a driver we often had to caution him not to "talk" so much. We knew of this failing, yet his other qualifications—promptness, energy, eagerness to please and to be up and at 'em—more than made up for this "failing" as a driver.

This man sold goods. He was excellent for his first year. We congratulated ourselves on our "find"; held him up as an example, an incentive to other workers.

His "divine gifts," however, his "gab" and, to use again Mr. Maratta's excellent phrase, his power of amplification, were the things that not only made him, but broke him, too. He amplified too much and much too often.

After all, when you sell to people who must resell to others, they, too, know something about the art of selling. They knew that the power of amplification and sheer nerve, while they command attention and may lead to sales once or twice, are hardly sufficiently successful to repeat the same form of attack. You can't rely upon it as a regular diet, on the same clients. It may do as a one-time job. A man may be nervy enough to attack a houseful of people, unannounced, unheralded and by sheer nerve and a lot of dramatics hypnotize them into signing an order. But can this stunt be repeated? Is it good business? Does it make friends? Create good-will? Pave the way for other sales?

I doubt it very much. If it were true, sales managers would

ART SERVICE FOR SALE



by

5 experienced
representatives
representing
20 national
men you know



KONOR
AND
PETERS
INC.

18 EAST 48th STREET
WICKERSHAM • 2277

organize shock troopers instead of dignified, tactful, *facts-full* salesmen; men with steady nerves, cool heads, trained ears, eyes and voices. Trained ears to be good listeners. Trained eyes to help them perceive and size up men and situations. Trained voices to raise or lower the pitch as needs arise.

Salesmen are born. Of course. All men are. And all men can be said to possess the qualifications necessary to sell. It depends entirely, I think, on whether or not a man really wants to succeed at selling. If he does, he needs, above all else, thoroughly to study the job of selling. Selling is about as hard a job as any profession a man can engage in. Many more men fail at selling than at anything else. But that's because so many enter the game because it looks so much more simple than it really is. Men who tire of, or fail at other work turn to selling. They feel that because they are fairly good talkers and have nerve, all that is required is to buy a brief case and go out to sell.

They forget this one vital point: Selling is a serious session between two minds. To sell the "mind" again and again and again you must be able to build the entire structure of your selling argument on hard, cold facts and figures that can stand solidly against any attack amassed before them by the buyer's resistive forces.

You cannot amplify facts and figures. You can, indeed, state them in a voice that by its winning, pleasing quality of tone, and by a force impelled by enthusiasm, completely drive away from the client's mind all other thoughts and concentrate his attention and interest on the facts and figures pictured before him.

And it is right at this critical juncture—psychological moment is the term—that the full power of the salesman, his mastery of the art, must be used. His closing argument must be stated without a jarring note in his voice, with just the right inflection. Here the utmost coolness is needed; utmost tact to lead to closing and to close. If at this moment he resorts to

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More than expected —

That is exactly what has been accomplished by dropping the price to 2 cents, publishing a noon edition and vastly improving the paper in content. Paterson, New Jersey, is welcoming the progressiveness of the dominant and largest evening newspaper in Passaic and Bergen counties.

The Paterson Press-Guardian

CHARLES D. WHIDDEN, Publisher

SMALL, SPENCER & LEVINGS, Inc.

Representatives

New York—Chicago—Boston

Should Eddie Cantor have a Cold

the night you broadcast him through PIONEER

It Makes No Difference—His Voice Is PERFECT!

THAT is but one of the many exclusive advantages offered Radio Advertisers by the PIONEER Plan of

**Broadcasting BROADWAY Talent from ANY Station at ANY Hour
at Only Station-Time Cost!**

PIONEER Programs are faultlessly recorded on Master Records when artists' voices are at their best—when orchestras play without a "sour" note—when talent performs without a slip. Every PIONEER Program is guaranteed perfectly satisfactory to the Advertiser—who O.K.'s the transcription of the Master Record, before duplicate records are made for release at the selected Stations. These duplicates are perfect reproductions of the Master Record made on special 16-inch discs, each playing 10 to 13 minutes.

Under the PIONEER Plan, Radio Advertisers choose only those Stations located where distribution warrants broadcasting; choose the best local hour in each community; and choose just that exclusive Broadway talent their heart desires. They pay for the talent but *over*; the only additional COSTS are for discs and Station Time.

PIONEER broadcasts of Broadway talent, being *checkable*, make Radio Advertising practical and profitable. Advertisers and Advertising Agencies should ask Ted Nelson for details at once. Wire or phone

Usual
Advertising
Agency
Commission

T. M. NELSON, President

**PIONEER BROADCAST SERVICE
Incorporated**

1841 Broadway

New York City

Phone: Columbus 1981



Do You Know That the **Bridgeport** **Herald**

Published Weekly at
Bridgeport
Connecticut

Has The
Largest Circulation
in
Connecticut

and Is the Only News-
paper Which Covers the
Entire 169 Cities, Towns
and Villages in
Connecticut with Its

NEWS
ADVERTISEMENTS
CIRCULATION

AS ONE ADVERTISER STATED

"I cover the entire state when I advertise in the Herald at a fraction of what it would cost me to cover Connecticut in any other way."

National Representatives
Powers & Stone, Inc.

369 Lexington Ave., New York City
 First National Bank Bldg., Chicago, Ill.

"gab" or to further amplification he leads attention to himself and away from facts in which he succeeded in getting customers interested.

Men responsible for the training of salesmen should, I believe, emphasize above everything else the paramount importance of learning all that can be learned about the goods one has to sell, as well as the profitable need of those goods by the customer or prospects.

When this has been mastered—which from my observation is too seldom the case—the very conviction in the salesman's mind that he has a wonderful proposition will carry the salesman into the "sanctum sanctorum" of the mightiest of purchasing managers and enable him to face them with feet firmly on the ground. His enthusiasm is generated by the security the facts in his possession inspire. His confidence comes from the store of information he absorbed—and it clicks.

Mr. Maratta specifically mentions the chap—an ex-editor, evidently an intelligent fellow—who failed to impress him because he lacked the power of forceful speech. At least Mr. Maratta could not draw him out to talk either on aviation, or golf, or swimming the English Channel. Could any man wax enthusiastic about a subject he knows little of, particularly before a total stranger and that stranger a judge? Mr. Maratta mentions that he tried to get him to discuss journalism, something he knew well and should ordinarily discuss with fervor. Yet this chap evidently disliked journalism, had no enthusiasm for it, wanted to get away from it, go into something else. How could he speak forcefully about it? But because he really wanted to sell and because he wanted to sell Mr. Maratta's wares, he may have surprised Mr. Maratta with his fervor, his enthusiasm and his convincing talk, attributes that may be dormant in him.

A capable sales manager can take a fellow with the following seven attributes—found inherent in the general run of Americans—and make an efficient salesman out of

Moulding the Minds of the Masses

IN 1920, a far-seeing statistician with a large financial institution collected some facts and made a deduction therefrom.

His facts were right. His deduction was wrong.

He proved that in 1914 manufacturers in the United States produced twenty-five billions of dollars in products. That in 1920 the aggregate was one hundred billions. That allowing twenty-five per cent for increased prices there was left at least three times as much merchandise to be consumed in 1920 as in 1914.

His deduction was that the motor car industry would be the first to feel the inevitable slump. He thought people would buy necessities and economize on luxuries. He was wrong.

Like General Foch, the motor car manufacturers attacked more vigorously when disaster faced them.

They commanded brains, skill and taste in every direction in designing new models, adding new accessories, introducing new designs and colors into upholstery, body and chassis. They developed balloon tires. They inaugurated installment buying. They overlooked nothing in their advertising which would tend to make everybody feel that automobiles were essential to health, progress and happiness in every way.

Mr. and Mrs. Public bought new and higher priced cars. The one manufacturer who was entrenched by selling more mileage per dollar was forced to abandon his monopoly and compete in style, color, design, and "new fangled" features.

Mr. and Mrs. Public bought fewer shoes, hats, clothes and furniture. They moved into smaller quarters. They dispensed with servants to a large extent.

The unadvertised lines of business suffered most.

Are you doing all you can, and should do, directly or cooperatively, to mould the minds of the masses to your industry as a whole?

Are you doing all you can to make a sellers' market for your own efforts, even if your industry as a whole, is functioning in a buyers' market?

Is a market anything else than a "controlled state-of-mind" of a group of people?

Are you doing all you can and should do to maintain the right "state-of-mind" in your own organization and in that of every other group of individuals which has anything to do in distributing what you produce to those who finally consume it?

Is your sales promotion work segregated from your producing and distributing efforts or are all of them planned to harmoniously function in intelligent and enthusiastic cooperation?

All these questions I will gladly discuss with any reputable institution whose product or service is worthy of the utmost appreciation.

* * *

JOHN LEE MAHIN . . . ADVERTISING
41 East 42nd St., N. Y. :: Phone: Murray Hill 8994

HOW—

The Domestic Agency can meet the Foreign Advertising Problem

Have you ever tried to find the cost in American dollars of a 280 line double column ad when space is quoted in paper pesos and sold on a square centimeter basis?

And have you ever wracked your brain wondering just how to intelligently go about expert advertising, and its thousand and one problems, when one of your best accounts starts expanding into world markets?

Jordan Advertising Abroad is an established agency dedicated to assist American manufacturers build up a profitable export business with advertising and merchandising campaigns planned and directed by experts.

To this end we have brought together in one organization advertising specialists familiar with the best domestic agency practice, with men and women who are trained and experienced in foreign trade.

Here are Plans, Copy, Art, Space, Production, Checking and Billing and Merchandising Departments co-ordinated to give an efficient service comparable to the best in the domestic field.

Here are specialized facilities—up to date on foreign markets—rates and sample copies of thousands of foreign publications—the counsel of men who have traveled the highways of the world to sell American goods—people who can read, write and converse in foreign tongues.

Domestic Advertising Agencies—if your clients are interested in selling abroad, call us in as specialists. We are willing and anxious to co-operate with you in planning and producing foreign advertising.

Let us send you full information concerning our services to Domestic Agencies and tell you how we can relieve you of the responsibilities connected with Advertising Abroad.

JORDAN
ADVERTISING ABROAD, INC.
11 W. 42nd St. New York

Specialists in the Creation and Direction of Foreign Advertising.

him, if the man himself really chooses to become one:

1. Good Character
2. Neat Appearance
3. Ambition
4. Energy
5. Tact
6. A Normal Education
7. Adaptability

Divine gifts? Heavens no! No successful salesman will want such feathers pinned on. When successful men are asked to point out the secret of their high attainments, they usually answer, "Preparation and perspiration." And that's about all that it takes to make an efficient salesman, too.

Please Call Again

ARCTURUS RADIO TUBE COMPANY
NEWARK, N. J., AUG. 2, 1929

Editor of Printers' Ink:

Again—evidence of the thoroughness of your organization has been demonstrated in your letter of July 23, together with its various enclosures on budgeting and controlling the advertising appropriation.

The information given us is very comprehensive and is proving very valuable to the writer. Thanks a thousand fold.

J. GEARTNER,
Advertising Manager.

"American Architect" to Be Published Monthly

The *American Architect*, New York, which has been published semi-monthly, will hereafter be published monthly. As previously reported, the *American Architect* has been purchased from the bankrupt Trade Publications, Inc., New York, by the International Publications, Inc., New York.

Robinson, Lightfoot Agency Elects Vice-Presidents

Robert W. Mickam, formerly secretary of The Manternach Company, Hartford, Conn., and Philip Ritter, Jr., have been elected vice-presidents of Robinson, Lightfoot & Company, Inc., New York advertising agency.

Richard C. Morrissey Joins "Popular Science Monthly"

Richard C. Morrissey, who has been with *Farm Life*, has joined the Eastern advertising staff of *Popular Science Monthly*, New York.

Nachman Spring-Filled Account to Ayer

The Nachman Spring-Filled Corporation, Chicago, has placed its advertising account with N. W. Ayer & Son, Inc.

Harvard Awards to Include Research

RESEARCH again takes its place in the list of Harvard Advertising Awards. After an absence of one year, the prize for research has been revived and the 1929 provisions bid for research entries from which will be selected the research judged to have contributed the most to the advancement of advertising.

As in 1928, four \$2,000 awards and four \$1,000 awards will be offered for advertising appearing in newspapers and magazines during the current year, the winners to be announced in February, 1930. The larger awards will be given for advertising campaigns as follows: For a national campaign on a specific product; for a local campaign on a specific product or merchandise; for a general or institutional campaign, and for a campaign on industrial products.

Each entry is to be accompanied by a statement of 600 words giving pertinent facts concerning the campaign submitted.

The \$1,000 awards will be given for four individual advertisements deemed most effective for use of text; of pictorial illustration; of display line, and of typography.

The gold medal for distinguished personal service to advertising is again included among the 1929 awards.

"Modern Boxmaking" to Start Publication

Modern Boxmaking is the name of a new monthly publication which will be issued to reach executives in the folding carton, set-up paper box and corrugated and fiber box industry. The first issue will appear October 1 with a page size of approximately 9 by 12 inches and a type-page size of 7 by 10 inches. Publisher of *Modern Boxmaking* will be the Breskin & Charlton Publishing Corporation, New York.

Appoints Devine-Tenney

The Alexandria, Va., *Daily Gazette* has appointed the Devine-Tenney Corporation, New York and Chicago, as its national advertising representative, effective October 1, 1929.

Maurice H. Needham

advertising

THE ALL ++
WOMAN
AGENCY

SPECIALIZING
IN +

ADVERTISING
AND + + + +
MERCHANDISING
PLANS + + + +
THAT PRODUCE
SALES FOR
FEMININE + +
APPEAL + + + +
ACCOUNTS

18 EAST 48TH STREET
NEW YORK

New Accounts for Maurice H. Needham Agency

The Ludlow Typograph Company, Chicago, has appointed the Maurice H. Needham Company, advertising agency of that city, to direct its advertising account. Business publications will be used.

The Mutoscope Corporation of America and Sidney Wanzer & Sons, both of Chicago, have also placed their advertising accounts with the Needham agency. Magazines and direct mail will be used to advertise Mutoscope, a device for locating motor troubles, and newspapers will be used in advertising Wanzer's Milk.

Merge as Huntington, Ind., "Herald-Press"

The Huntington, Ind., *Herald*, published afternoons, and the *Huntington Press*, published mornings, have been merged by a new corporation, Huntington Newspapers, Inc. The consolidated papers will be known as the *Herald-Press*, which will be an evening paper. Scheerer, Inc., publishers' representative, has been appointed to represent the consolidated papers in the national advertising field.

Join Western Staff of New York "World"

David Soule, formerly with the New York *Journal of Commerce* and, more recently, with the sales department of the Home Incinerator Company, Milwaukee, has joined the Western advertising staff, at Chicago, of the New York *World*.

Walter Harris, recently with the Chicago office of Woodward & Kelly, newspaper publishers' representatives has also joined the Chicago office of the *World*.

F. A. Berend with Cleveland "News"

F. A. Berend, formerly with Walker & Company, Detroit, outdoor advertising, has joined the national advertising staff of the Cleveland *News*. He will cover Cleveland territory. At one time, Mr. Berend was with The Sweeney & James Company, Cleveland, and later was with the national advertising department of the Cleveland *Plain Dealer*.

Stickney & Poor Spice Account to Doremus

The Stickney & Poor Spice Company, Boston, has appointed Doremus & Company, advertising agency of that city, as advertising and merchandising counsel.

Death of Robert C. Washburn

Robert C. Washburn, formerly publisher and executive officer of the Seattle *Post-Intelligencer* and later associated with the Spokane, Wash., *Spokesman-Review*, died recently at Portland, Oreg.

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ATTENTION OF ADVERTISING MANAGERS,
EXECUTIVES AND ADVERTISING AGENCIES



Announcement
Extraordinary

EDDIE CANTOR

noted star of "Whoopee," and conceded the greatest comedian on the stage, is available for radio broadcasting.

After having been the recipient (as you may well imagine) of thousands of requests to appear on the "air," he decided he would put on a radio hour when and if an original scenario-formula could be evolved. The proper inspiration came last week. Therefore this announcement.

Eddie Cantor needs no exploitation. I am taking this means solely to reach the attention of more firms and thus permit him to make his selection from a more attractive field.

Not only will Eddie Cantor appear personally on each radio hour and do his "stuff," besides singing, but he will personally write the "book" for each hour, and will personally select and pay for the acting ensemble he will use as the background for his inimitable foolery.

Eddie Cantor will give radio its greatest comic hour. On the stage he is a riot. On the screen he is a sensation. He is a "natural" for radio.

Any client who is fortunate enough to sponsor him will get more legitimate publicity than he had ever hoped for. In addition to his stage and screen work, Eddie Cantor is the new president of N. V. A. (National Variety Artists.)

Eddie Cantor will be happy to cooperate in the matter of number of weeks and other factors tending to bring about the perfect radio hour.

*Address by letter or wire only which must be signed
by those authorized to negotiate for his services*

MAXSON FOXHALL JUDELL

214 RIVERSIDE DRIVE

NEW YORK CITY

ANNOUNCEMENT



IN 1924.

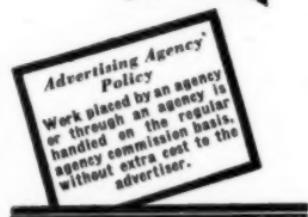
Martin Jenter started building displays in a little store in Mt. Vernon, New York. Gradually he built up an organization.

National advertisers began to look to Martin Jenter for travelling displays, convention booths; display campaigns, exposition displays and show room displays.

The United States Government appointed him director of exhibits for the International Exposition, Seville, Spain. Many of these displays were designed and built by Martin Jenter. He was sent to Spain to supervise the erection of the entire American section.

A corporation called Jenter Exhibits, Inc., has been formed with Martin Jenter as President.

Jenter Exhibits, Inc., maintains a large staff of advertising artcrafter, decorators and architects to design and create forceful displays which will serve national advertisers "at the point of contact."



Visit our showroom and exhibits at
121 East 41st St., New York City
Telephone—Ashland 1166



JENTER EXHIBITS

"—at the point of contact."

INC



Be Yourself, Mr. Advertiser

(Continued from page 8)

turer's self-interrogation should cover this point: "Am I properly attuned to my market?" If he can answer it affirmatively, he will not waste time chasing after some competitor and trying to duplicate his methods.

If he is actually filling his own market, whatever the leader may or may not be doing is no concern of his.

Thumbs Up for Groucho

HOLEPROOF HOSIERY COMPANY
NEW YORK, JULY 31, 1929.

Editor of PRINTERS' INK:

With all due respect to Mr. Caldwell, page 148, July 25 issue, please continue to give Groucho his head.

Letting light into dark places is one of the respected arts. Doing it with what an atrocious punster might call a "light touch" comes close to being genius.

Groucho's grouchings have a place in the advertising cosmos because an obscure natural law decrees that facetiousness and fatheadedness cannot inhabit the same body, whether we interpret body as one person or a whole profession of persons.

J. F. CORRIGAN,
Promotion Manager.

Appointed by Eastern Distributing Corporation

Louis H. Silberkleit, formerly circulation manager of the Experimenter Publishing Company, Inc., has joined the staff of the Eastern Distributing Corporation, New York. He will be in charge of circulation.

George W. Williams, formerly with the *Pictorial Review* and the Langer Printing Company, has been appointed traffic manager of the Eastern company.

Gumbinner Agency Gets Ronson Products Account

The Art Metal Works, Inc., Newark, N. J., has appointed the Lawrence C. Gumbinner Advertising Agency, New York, to direct the advertising of Ronson lighters, Lyterlite, the Perfu-Mist, and other Ronson products.

Monthly "Trotter and Pacer" Starts Publication

The American Trotter and Pacer, Inc., Flushing, N. Y., has started publication of a monthly to be issued in conjunction with its weekly, *The Trotter and Pacer*.

The business executive who has grown old in mind as well as years, may even now look upon market research as a fad.

The younger generation recognizes it as an essential—the only scientific approach to the marketing problem.

But sometimes even they fail to realize this important fact: That market research, to be scientific, must be conducted with organized methods and procedure which can only be developed through extensive and intensive experience, such as this organization has had.

R. O. EASTMAN Incorporated

113 West 42nd Street - - New York
360 North Michigan Ave. - Chicago

TAKE ADVANTAGE OF A NEW SERVICE AT OUR OLD RATES

The Womans Press

the national official magazine of the Young Women's Christian Associations is building up

INDIVIDUAL SERVICE FOR EVERY ADVERTISER

We address, mail and circularize our extensive organization for you.

SERVICE GIVEN GRATIS TO OUR ADVERTISERS

After November 1 our rates will be increased.

Now is the time to write for further details to:

CLARA JANOUCH, Adv. Mgr.
600 Lexington Ave., N. Y. City

Writing

revising, or editing one or a series of letters; sales, promotion, collection, credit, adjustment, courtesy, acknowledgement, or what not:

One letter.....	\$10.00
Five or more.....	7.50 each

Criticizing

carbon copies of daily routine mail—with pencil corrections and suggestions—

Ten carbons.....	\$1.50 each
Twenty-five.....	1.25 "
Fifty or more.....	1.00 "

Either of these services may be had on a month to month retainer basis of \$50.00. Both together, \$100.00. All copy is handled by me personally.

"Letters—The Wings of Business"
A Beautiful and Practical Guide—Strictly Modern—Selling Throughout the World
 One Copy \$5.00—Postpaid

S. R. STAUFFER

Letter Counsellor

601 Wilmac Bldg. Minneapolis, Minn.

RETOUCHING SPECIALISTS

BLACK
AND
WHITE
•
COLOR

ADDA AND
KUENSTLER
STUDIOS

70 E. 45 • NEW YORK
Murray Hill 9237

Drug, Inc., Buys Three-in-One Oil

The Three-in-One Oil Company, New York, has been merged with Drug, Inc., of that city. The purchase is to be effected by an exchange of Drug, Inc., stock for the stock outstanding of the Three-in-One company.

Drug, Inc., which was formed following the merger of the United Drug Company and the Sterling Products Company, is a holding company for chain drug stores, operators and manufacturers. Early this year the consolidation took over Life Savers, Inc.

Organize Metropolitan Group of Michigan Weeklies

Twenty-nine newspapers of Wayne, Macomb and Oakland Counties, Michigan, have organized the Metropolitan Group of Michigan Weeklies for the purpose of meeting the problems facing the weekly newspaper near large trading centers. These newspapers are in the section known as the Metropolitan area of Detroit.

Lewis Institute Appoints Brinckerhoff Agency

The Lewis Institute, Detroit, school for speech correction, has placed its advertising account with the Detroit office of Brinckerhoff, Inc., Chicago advertising agency. Magazines and newspapers will be used.

Cunningham Car to Lyddon, Hanford & Kimball

James T. Cunningham Sons & Company, Rochester, N. Y., builders of the Cunningham car, have appointed Lyddon, Hanford & Kimball, Inc., Rochester advertising agency, to direct their advertising account.

Dr. W. J. Copeland Dies

Dr. Woodford J. Copeland, former newspaper publisher, died at Elmira, N. Y. on August 11. He was the original partner of Frank E. Gannett in the acquisition of the Gannett group of newspapers, from which he retired in 1924. He was fifty-four years old.

New Account for B. B. D. & O.

The Daniel Green Felt Shoe Company, Dolgeville, N. Y., manufacturer of the Daniel Green Felt Shoe Comfy Slipper, has appointed Batten, Barton, Durstine & Osborn, Inc., as advertising counsel.

Appoint Herman Sonneborn

The Petroleum Age and *The Chicago Golfer & Country Club Review*, both of Chicago, have appointed Herman Sonneborn, publishers' representative, New York, as their Eastern advertising manager.

Extraordinary!

—and Contrary Perhaps to Popular Belief

BUT THIS* IS TRUE OF THE SOUTH



ALSO TRUE:



You can't cover the Nation without covering the South — and you can't cover the REAL South without Holland's.

*

During 1900 to 1927 the South Exceeded the Nation in the Increase in Volume of its MANUFACTURES by a Margin of 592%.



Increase in the **SOUTH 846%**



Increase in the **NATION 254%**

Holland's

The Magazine of the
SOUTH

Circulation 425,000

In the South 68,000 More Than Any Other
Magazine Published

Main Office and Publishing House, Dallas, Texas . . . Eastern Office, New York,
52 Vanderbilt Avenue . . . Western Office, Chicago, 122 S. Michigan Avenue

**the most
powerful
selling force
in rural
Nebraska
is
THE NEBRASKA
FARMER**

*Nebraska Member
Standard Farm Papers, Inc.*

FARM PAPER SUMMARY FOR JULY

COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, livestock, baby chick and classified advertising)

MONTHLIES

	1928	1929
	Lines	Lines
Country Gentleman....	30,809	37,106
California Citrograph ..	15,822	17,199
Capper's Farmer	14,367	16,147
New Breeder's Gazette..	13,838	13,614
Successful Farming ..	10,441	11,113
The Dairy Farmer ...	6,695	10,501
Farm & Fireside	7,263	8,262
Farm Journal	7,926	7,945
Florida Grower	6,596	6,548
Better Fruit	7,217	5,430
Farm Mechanics	4,396	5,200
The Florida Farmer..	6,156	4,239
Farm Life.....	3,646	3,483
Amer. Fruit Grower..	5,286	3,342
The Bureau Farmer..	3,519	2,856
Iowa Farmer & Corn Belt Farmer	9,731	2,794
American Farming ..	3,336	2,776
Pacific Homestead ...	2,697	2,212
Amer. Produce Grower	2,526	1,484
Farmers' Home Journal	652	634
Total	162,921	162,885

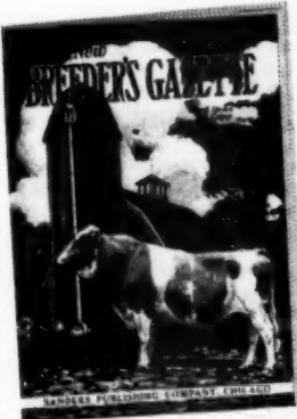
*Two Issues

SEMI-MONTHLIES

	1928	1929
	Lines	Lines
Dakota Farmer	22,989	23,606
Montana Farmer	19,530	18,850
Hoard's Dairyman ..	15,172	15,532
Missouri Ruralist ...	13,005	14,573
Okl. Farmer-St'kman	16,705	13,747
The Illinois Farmer ..	10,208	9,311
Western Farm Life ..	9,256	8,890
The Arizona Producer..	12,068	8,542
Utah Farmer	8,994	7,581
Southern Planter	8,356	5,638
Southern Agriculturist.	8,614	5,395
Southern Ruralist	7,492	5,040
Farmer & Breeder	3,511	4,502
Missouri Farmer	4,309	3,486
Arkansas Farmer	4,060	1,613
Total	164,269	146,306

A Standard Farm Paper

Serving the Most Prosperous Group in Agriculture



125 Thousand Live Stock Farmers

Increased circulation in the most prosperous branch of farming, is available to advertisers beginning with the September issue.

The New Breeder's Gazette is a modern, quality magazine, planned to serve the most progressive group of men engaged in agriculture—the owners of Live Stock.

You can reach the best of the live-stock owners with the Breeder's Gazette on your list.

The New BREEDER'S GAZETTE

Purebred Record Building
Union Stock Yards Chicago

Representatives:
STANDARD FARM PAPERS
Chicago
WALLACE C. RICHARDSON
250 Park Ave., New York City

Writer

Leading manufacturer of chemical treatments for building construction, advertising widely to architects, engineers and contractors, is seeking a writer for its rapidly growing Advertising and Sales Promotion Department. Location Cleveland.

His most important duty will be editing a weekly magazine for salesmen according to an assigned plan, with the Sales Department and Laboratories as his primary sources of material. He will write articles for construction publications, direct mail and magazine advertising, etc.

The work is absorbing. Working conditions excellent. Business increasing rapidly. New products constantly widening markets. Promotion possible in any desired direction. Man now handling job has been appointed advertising manager.

Write fully, "W," Box 280, care of Printers' Ink.

Writer with Engineering Training

The leading service organization in its field has an opening for a man who really knows something about selling appliances to industrial concerns and who can write clearly and interestingly on that subject. Editorial experience on technical papers, though not required, would be an asset in this job. State definitely your education, record, and present or last salary. If convenient, send samples of your written work, which will be returned.

Address "J," Box 289

Printers' Ink

WEEKLIES (Four Issues)

	1928	1929
	Lines	Lines
Nebraska Farmer	24,100	26,716
The Farmer	19,146	25,476
Kansas Farmer, Mail & Breeze	23,570	23,255
Wisconsin Agriculturist & Farmer	15,119	22,066
Iowa Homestead	17,966	18,714
Prairie Farmer	20,957	18,301
Farm & Ranch	18,467	17,696
Ohio Farmer	17,383	17,023
Pacific Rural Press...	22,225	16,259
Michigan Farmer	18,399	16,067
New Eng. Homestead	12,408	15,840
Pennsylvania Farmer ..	14,692	15,627
The Farmer's Guide ..	15,385	14,414
Wallaces' Farmer	17,472	14,223
California Cultivator ..	19,583	13,654
Rural New Yorker ..	13,923	12,561
Idaho Farmer	13,983	11,629
Washington Farmer ..	16,598	11,084
Oregon Farmer	16,220	10,593
Progressive Farmer & Farm Woman	10,426	10,157
Amer. Agriculturist ..	11,205	9,647
Dairymen's League News	3,760	4,150
Total	362,987	345,152

FARM NEWSPAPERS (Five Issues)

	1928	1929
	Lines	Lines
Kansas City Weekly Star	*15,901	16,516
Memphis Weekly Commercial Appeal	8,427	4,364
Dallas Semi-Weekly Farm News	*10,038	*4,000
Atlanta Tri-Weekly Constitution	3,636	2,037
Atlanta Tri-Weekly Journal	2,308	1,833
Total	40,310	28,750
*Four Issues		
Grand Totals	730,487	683,093

(Figures compiled by Advertising Record Company)

Calaveras Cement Appoints J. E. Jellick

J. E. Jellick has been appointed manager of advertising and sales promotion of the Calaveras Cement Company, San Francisco. He was formerly Pacific Coast manager for the Portland Cement Association.

Another London Agency Merges with Crawford Group

F. C. Pritchard & Partners, Ltd., London advertising agency, has merged with the Paul E. Derrick Advertising Agency, also of London. Paul E. Derrick is associated with Sir William S. Crawford, of W. S. Crawford Ltd., who now controls all three agencies as governing director. The Pritchard and Derrick agencies will be consolidated under the name of Derrick's, Incorporating F. C. Pritchard & Partners Ltd.

W. S. Crawford Ltd., which has a branch office at Berlin, has recently opened an office at Paris.

Helping to Help

WALKER ADVERTISING AGENCY
SAN FRANCISCO

Editor of PRINTERS' INK:

We wish to thank you for your letter of June 25 regarding the experiences of merged companies, together with reprints and cross references. This is exactly what we want; it will help us tremendously in our analysis which we are preparing for a client.

Your service was unusually thorough and, we assure you, is greatly appreciated.

SHIRLEY WALKER.

Heads New Group at New York Club

John A. Zellers, vice-president and general foreign director of Remington Rand, Inc., has been appointed chairman of the International Business Group now being organized as a departmental of the Advertising Club of New York. G. Allen Reeder, president of G. Allen Reeder, Inc., has been appointed secretary of the group.

C. J. Shower with Saturday Night Press, Inc.

C. J. Shower, formerly vice-president of O. A. Koss & Company, Detroit, advertising printers, has joined the sales department of Saturday Night Press, Inc., of that city.

R. H. Riemschneider Joins Walgreen Company

R. H. Riemschneider, for the last four years an account executive with Williams & Cunningham, Inc., Chicago, has joined the Walgreen Company, of that city.

J. H. Riseley with Western Electric Company

J. H. Riseley, for the last five years advertising manager of R. Hoe & Company, Inc., New York, has joined the advertising staff of the Western Electric Company, Inc., of that city.

Mail-Order Copy Writer

Wanted by Agency. A man fitted by experience and other qualifications to specialize in mail-order book copy. The right man will know the qualifications required in this work. Please outline experience in specific detail. Do not send samples—hold them for interview. State age, education, and salary desired. A desirable position among pleasant associates for a high-grade man. "L." Box 140, PRINTERS' INK.

WE would like to place, in New York, the young woman who has been in charge of our mailing department. She is thoroughly experienced and especially competent in every detail from cutting stencils to contact with letter companies. Our mailings have been weekly, to various lists, and have required intelligent handling rather than mere speed.

Any advertising or sales manager whose mailing department requires competent direction, or who is desirous of organizing such a department, will find her an invaluable asset, for in addition to her ability she realizes the importance of correct lists.

Her availability is due to the moving from New York of our advertising department. "N." Box 142, Printers' Ink.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. **TELEPHONE:** ASHLAND 6-500. **President and Secretary:** J. I. ROMER. **Vice-President:** R. W. LAWRENCE. **Treasurer:** DAVID MARCUS. **Sales Manager:** DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOV'T COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year, Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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ROBERT W. PALMER, Managing Editor
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NEW YORK, AUGUST 15, 1929

The Heart of John J. Per capita The Morgan interests assemble a group of food-producers and create a consolidation with a capital of \$250,000,000. They turn their attention to electric power and create a combine capitalized at \$500,000,000. The newspapers tell of a projected merger, this one of banking interests themselves, that fell apart just at the point of joining—a merger that, if it had been consummated, would have pooled a capitalization of \$824,000,000. And thus merger-minded business climbs toward the billion mark.

In finance, in manufacturing and in distribution, huge interests combine their resources to do business with each other. Sales managers think in terms of tonnage and concentrate their selling effort upon the minority of their accounts that

produce the biggest orders. Chain-store enterprises spread their nets to touch the cross-roads towns, and then look on in bewilderment when rural communities, through their chambers of commerce and merchants' associations, rise in angry boycott against the whole chain-store idea and implore landlords in the business districts to bar chain stores from renting stores.

And why the anger? The question suggests another: Where, in the national situation, stands the fellow who does the consuming, whose habits and instincts and appetites are the factors we try to render visible in our charts and graphs of the national market? Where is John J. Per capita?

Before we go too far, it may be well to hunt him up and ask him, not how many pairs of shoes he buys in a year, nor how many radio sets or motor cars, but how he feels these days toward business. The time may come when business will need, most sorely, his good-will. For John not only buys and consumes, but he also votes. He sends legislators to Congress. Even in these piping times of prosperity, he has sent to Washington a Senator who, angered by the business-getting tactics of one big enterprise, proposes to curb the business-getting tactics of many enterprises by censoring their advertising.

John is a little fellow; but he votes. Little, too, are the thousands of independent merchants in America; but they, too, vote. And often they carry to the polls the same sentiments as does John himself.

In the drug trade and in the dry goods trade, to cite just two instances in national distribution, interests are reaching out for the little fellow. Single enterprises and groups of enterprises are organizing themselves so that they may sell goods to the neglected independent and strengthen him and enable him to prosper. And if, in the process, they can enable him to attain some measure of contentment, they cannot fail to win his influence. For business, after all, is still personal.

Chains—nets, and when their mer-angry chain-birds in chain

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John J. Percapita, himself, is still worth winning—and worth winning, not merely for the dollars that are in his pocket, but for the influence that is in his patronage and for the friendship that is in his heart.

A Giant Industry Awakes to Advertising

Adversity is making the whole related wood group of American industries steadily and militantly aware of what happens when enterprising substitutes are not fought with their own weapons. We are reminded of the somewhat disorganized state of the Persians when the Greeks came on with their new massed phalanx warfare. The Persians were routed; the lumber people were only dazed.

Already six other lumber trade associations have joined the National Lumber Manufacturers' Association in its trade extension program. Three or four more are said to be about to combine forces. Several of the remaining groups are sponsoring advertising and promotional ventures of their own.

That seems an excellent start. What the future may be is well indicated in an article in a recent issue of *American Lumberman*. "If the entire lumber manufacturing, wood-using and wood-working industrial groups," says the writer, F. W. Connor, "were to be united in a trade extension campaign properly departmentalized, but focused around the existing organization of the National Lumber Manufacturers' Association, it would be easy to create one of the most powerful trade promotion enterprises that has ever been undertaken.

"The total output of the wood preparing and manufacturing industries is somewhere around \$4,000,000,000 a year. One-tenth of 1 per cent of this huge sum would yield a trade extension 'war chest' of \$4,000,000. Five-tenths of 1 per cent would mean \$20,000,000!"

That undoubtedly seems a staggering sum to many of those in an industry which heretofore has known advertising largely as "ads"

rather than as the means by which compelling sales messages can be communicated to the millions who constitute its customers. But is it? Surely wood is basic enough to be in a class with the biggest.

The lumber industry, it is safe to say, will not over-advertise. While it is fortunate in not having waited until its forces had been united in the solid front pictured by Mr. Connor, it will obviously be even more fortunate if it does not rest until every possible step has been taken to make his suggestion a reality.

Just One Publicity Story

As Don Francisco, of Lord & Thomas and Logan, recently said

in discussing the relative merits of advertising and publicity, "someone inexperienced in the art of influencing the public is always sure to remark that he 'would rather have one publicity story than a dozen ads.'"

That type of person is a hard nut to crack. He seems to think that anything which appears in the sacred editorial columns of a publication is not only read avidly, but retained permanently, regardless of context. A little filched editorial space, he feels, is under any condition a sure-fire, high-explosive bullet which cannot miss hitting his market.

This type of person, we irreverently admit, has always reminded us of a really high-principled kleptomaniac, to whom it's the act of stealing, not what he gets, that makes the game worth while. Even though PRINTERS' INK has had its editorial say many times before on this subject, we cannot refrain from quoting two other paragraphs from Mr. Francisco's remarks.

"The fundamental difference between the two," he says, "is that advertising is perfectly controlled while publicity is imperfectly controlled, or not controlled at all. Publicity depends upon its news value to get it into print. If it hasn't enough news value to get past the editor then it probably is futile anyway as few people will

read it. Once a newsy publicity story has appeared, the facts are dead and it cannot be repeated.

"The effectiveness of advertising rests upon repetition of facts and ideas. Only by using paid space can you say to a certain public on a certain day exactly what you would like to have it know—and then come back and say the same things over and over again in new ways until they get into the public's consciousness and get talked about and acted upon."

Publicity, in its commonly accepted sense, never was and never can be a substitute for legitimate advertising.

Marketing Viewpoint Applied to Farm Problems

Monday's front-page news that a \$50,000,000 co-operative marketing association has been formed to help solve the fruit and vegetable growers' problems is a dramatic recognition by agricultural interests of the marketing and advertising viewpoint. The announced purpose of the United Growers of America is to give a "big business" sales organization to these important farm products, and the personnel of the board contains a majority of names of men long noted for their merchandising activities. Financed in accord with the Capper-Volstead act with the common voting stock issued only to farmers and their organizations, this new national co-operative will help to market a crop valued at \$2,000,000,000 annually.

The formation of this great national co-operative is the result of years of work and study in which PRINTERS' INK has played a humble, though consistent, part.

Twenty years ago, this publication began carrying the news of the California Fruit Growers Exchange and in 1909 an article appeared describing how much farmers generally could learn from a study of its methods.

The history and progress of this pioneer co-operative which started advertising twenty years ago with an appropriation of \$5,000 has been followed so closely by PRINTERS'

INK that no less than 140 index cards in our files recount its activities. All other co-operative movements have been closely followed and the expansion of the idea urged.

Arthur B. Rule, executive vice-president of the Federated Fruit and Vegetable Growers, who is a director of the new co-operative and is acting chairman of its organization committee, has long been a close reader and occasional contributor to PRINTERS' INK. In a special statement he said:

"We are now in the organization stages of the new organization with many new directors still to be named and many problems to be worked out. But there is a complete recognition on our part that one of the weak points in the agricultural marketing set-up is the lack of forceful sales and advertising methods which other forms of big business have used. The make-up of the board indicates that the marketing viewpoint will be well represented."

In addition to Mr. Rule, who has for many years been identified with the advertising and marketing of fruit and vegetables, being also president of the Mutual Service Advertising Agency, many other members of the board may also be said to be noted primarily as marketing executives.

Julius H. Barnes, chairman, is nationally known. Henry W. Jeffers is president of the Walker-Gordon Company, a consistent advertiser.

Robert W. Bingham is publisher of the Louisville *Times* and *Courier-Journal* and sponsor of the co-operative marketing movement in the South.

Gray Silver, fruit grower and farmer, has been a frequent writer on co-operative marketing and has had long experience with it.

The counsel for the organization is Aaron Sapiro, who was quoted in PRINTERS' INK in 1921 as saying that advertising is essential in co-operative marketing.

It is evident, therefore, that the producers of these great farm crops are at last going to have a marketing outlet of the widest sales and advertising experience.

We serve these distinguished clients

ALL-AMERICAN MOHAWK CORPORATION, Chicago—*Radio Receiving Sets*
 AMERICAN FACE BRICK ASSOCIATION, Chicago—*Face Brick*
 ARCADE MANUFACTURING COMPANY, Freeport, Ill.—*Toys*
 ASSOCIATED CURLLED HAIR INDUSTRIES—*Curlled Hair*
 BENDIX AVIATION CORPORATION, Chicago
 —*Brakes, Starter Drives, Automotive Equipment*
 GEORGE B. CARPENTER & COMPANY, Chicago—*Marine Supplies*
 CARTER CARBURETOR CORPORATION, St. Louis, Mo.—*Carburetors*
 CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RAILROAD, Chicago
 —*Railroad*
 COLLEGE INN FOOD PRODUCTS COMPANY, Chicago—*Food Products*
 COLLIS PRODUCTS COMPANY, Clinton, Iowa—*Poultry Foods*
 COSMOPOLITAN TOURS COMPANY, Chicago—*Travel*
 THE CUDAHY PACKING COMPANY, Chicago—*"Old Dutch Cleanser"*
 DITTO, INC., Chicago—*Duplicating Machines and Supplies*.
 GENERAL REFRIGERATION COMPANY, Beloit, Wis.
 —*Commercial Iceless Refrigeration*
 HART SCHAFFNER & MARX, Chicago—*Clothing*
 HOUDAILLE-HERSHEY CORPORATION, Chicago
 —*Shock Absorbers, Bumpers, Locks, etc.*
 HUMP HAIR PIN MANUFACTURING COMPANY, Chicago—*Hair Pins*
 THE KIP CORPORATION, Los Angeles, Calif.—*Pharmaceutical Products*
 LEE TIRE & RUBBER COMPANY, Conshohocken, Pa.—*Tires*
 MASONITE CORPORATION, Chicago—*Masonite Lumber and Prestwood*
 McDUGALL COMPANY, Frankfort, Indiana—*Kitchen Cabinets*
 RICHARDS-WILCOX MFG. COMPANY, Aurora, Ill.
 —*Door Hangers and Heavy Hardware*
 ROCKFORD MITTEN & HOSIERY COMPANY, Rockford, Ill.—*Hosiery*
 SECORD, LAURA, CANDY SHOPS, LIMITED, Toronto, Canada
 —*Chain Candy Stores*
 THE SENG COMPANY, Chicago—*Furniture Hardware*
 SHEETS-ROCKFORD SILVER COMPANY, Rockford, Ill.—*Silverware*
 R. H. SHUMWAY COMPANY, Rockford, Ill.—*Seeds and Bulbs*
 SHAFFER OIL AND REFINING COMPANY, Chicago
 —*Deep Rock Petroleum Products*
 SUNDSTRAND ENGINEERING COMPANY, Rockford, Ill.—*Oil Burners*
 SUN OIL COMPANY, Philadelphia, Pa.—*"Sunoco" Motor Oils and Greases*
 THE TIMKEN-DETROIT AXLE COMPANY, Detroit, Mich.—*Axles*
 TRUSTEES SYSTEM SERVICE, Chicago—*Financial*
 WALGREEN COMPANY, Chicago—*Drug Stores*
 J. D. WALLACE & COMPANY, Chicago—*Machinery*
 WALTON SCHOOL OF COMMERCE, Chicago
 —*Correspondence School Accountancy*
 WESTERN CLOCK COMPANY, La Salle, Ill.—*"Westclox"*
 ZOURI DRAWN METALS COMPANY, Chicago Heights, Ill.
 —*Store Front Construction*

Williams & Cunningham

Whose business is the study and execution of good advertising

6 North Michigan Avenue, Chicago

PHILADELPHIA

TORONTO

ROCKFORD



THE *Most Outstanding* Advertising Opportunity IN THE NEWSPAPER FIELD TODAY

The position of advertising manager on a prosperous and respected newspaper in a city of over a million is open for an executive of unusual ability and vision.

Qualifications

1. He is perhaps now occupying a position as advertising manager or assistant advertising manager; he believes and knows he is fitted for a higher job; possibly he has gone as far as he can in his present connection.

2. Age, 30 to 45—with the years of successful experience to give him that sure touch and fine judgment.

3. He must have an attractive and magnetic personality; dignity; impressiveness; must be a fluent and convincing speaker; he must be diplomatic.

4. He must be naturally enthusiastic; he must have the positive ability to inspire others and instill a genuine enthusiasm.

5. He must be a natural born leader; he must be able to direct a sales staff and get results by selling impressiveness rather than by driving or harsh methods.

6. He must have a creative and resourceful mind; he must be able to originate and develop sales arguments for his staff; he must possess the advertising instinct and know and be able to study and analyze the merchandising problems of local merchants of all classes.

7. He must possess natural executive ability; be a thorough organizer and a master of details.

If you feel that you could qualify, write us fully about yourself, telling your experience and background and the compensation you have in mind. Your communication will be held strictly confidential.

Address: "H," Box 288, care of Printers' Ink.



AIN'T NATURE GRAND

Yes, indeed, but so is the **STANDARD ADVERTISING REGISTER**—"The Red Book"—for here you can always find what you need to know about **NATIONAL ADVERTISERS** and **ADVERTISING AGENCIES**. They keep constantly revising same. There is no **SERVICE** so dependable.

Quit Guessing—Get the Register!!

National Register Publishing Company

Eastern Offices

245 Fifth Avenue, New York
7 Water Street, Boston

Western Offices

140 So. Dearborn Street, Chicago
1226 Russ Bldg., San Francisco

"GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents
Toronto Montreal Winnipeg Vancouver Hamilton London, Eng.
New York Office 2132 Granbar Bldg. Thomas L. Briggs Manager for United States

"Cement-Mill and Quarry" Sold

The Complete Service Publishing Company, Chicago, publisher of *Pit and Quarry*, "Pit and Quarry Handbook," etc., has purchased *Cement-Mill and Quarry* and the "Directory of Cement, Gypsum, Lime, Sand, Gravel and Crushed-Stone Plants," from National Trade Journals, Inc., New York. Effective with the September 11 issue, the publications will appear under the combined title of *Pit and Quarry* with which is consolidated *Cement-Mill and Quarry*. The two handbooks will be published annually under a combined title.

James Mason Joins "Smart Set"

James Mason has joined the Western advertising staff of *Smart Set* at Chicago. He formerly was with *Farm Life* as Western manager and with Woodward and Kelly, publishers' representatives, Chicago.

"Popular Science Monthly" Appointments

J. R. Ostell, who has represented *Popular Science Monthly*, New York, in Michigan and Indiana territory for several years, has been appointed manager of the newly established Detroit office of that publication.

Travis Hoke who for the last nine years has been associated with the Hearst Newspapers, has been appointed editor of *Popular Science Monthly*.

New Advertiser Appoints Bellamy-Neff Agency

The Underwriters and Distributors Securities Company, Inc., has been organized at Chicago to conduct a general investment business. Kenneth W. Moore is president.

The Bellamy-Neff Company, Chicago advertising agency, has been appointed to direct its advertising account. Newspapers, magazines and financial publications will be used.

Chain-Store Sales for July

Company	July 1929	July 1928	%	7 Months 1929	7 Months 1928	%
F. W. Woolworth	\$22,521,611	\$20,586,963	9.4	\$158,331,442	\$145,868,318	8.5
Safeway Stores	18,971,315	8,852,670	114.3	112,993,767	56,451,464	100.1
J. C. Penney	14,553,644	11,734,299	24.0	97,639,898	83,488,166	16.9
S. S. Kresge	11,686,639	10,583,058	10.4	79,314,477	73,373,322	8.0
National Tea	6,999,631	6,446,926	8.5	52,014,874	48,731,304	6.7
S. H. Kress	5,094,696	4,638,606	9.8	33,867,345	31,885,918	6.2
W. T. Grant	4,523,746	3,730,837	21.2	31,394,863	25,021,754	25.4
Walgreen Drug	4,011,438	2,638,429	52.0	25,011,680	16,871,076	48.2
McCrory Stores	3,297,788	2,951,175	11.7	22,323,537	20,499,818	8.8
Daniel Reeves	2,734,133	2,460,515	11.1	20,222,815	18,675,511	8.2
Childs Company	2,259,456	2,011,568	12.3	15,579,011	15,175,919	2.6
J. J. Newberry	2,166,578	1,559,032	38.9	12,878,359	9,003,643	43.0
Interstate Dept.						
Stores	1,867,436	1,570,097	18.9	13,358,375	10,416,654	28.2
Melville Shoe	1,866,823	1,655,303	12.7	14,479,720	12,014,453	20.5
Western Auto Supply	1,680,000	1,192,149	40.9	8,299,154	6,188,224	34.1
F. & W. Grand	1,634,632	1,205,007	35.6	10,782,663	7,618,566	41.5
McLellan Stores	1,628,375	1,278,220	27.4	10,731,542	7,574,362	41.7
Lerner Stores	1,537,911	1,118,688	37.5	9,432,167	6,190,520	52.4
G. R. Kinney	1,506,174	1,368,083	10.0	11,067,250	10,001,855	10.6
Schulte-United	1,418,363			7,497,741		
Metropolitan	1,337,421	908,290	47.2	8,124,697	6,181,834	31.4
Peoples Drug	1,309,202	933,689	40.2	8,434,500	6,129,444	37.6
Waldorf System	1,257,865	1,105,083	13.8	9,144,066	8,355,639	9.4
Neisner Brothers	1,152,136	768,060	50.0	6,890,995	4,482,172	53.7
G. C. Murphy	1,148,439	795,865	44.3	7,604,767	5,562,014	36.7
Amer. Dept. Stores	1,039,927	824,544	20.7	8,989,945	6,763,181	24.7
Lane Bryant	925,113	718,738	28.7	9,199,175	6,795,997	35.4
Mangel Stores	733,257	651,050	12.6	5,944,637	4,416,328	34.6
I. Silver & Bros.	649,583	461,783	40.6	3,816,502	3,082,046	23.8
Winn & Lovett	467,853	371,168	26.0	3,566,174	2,736,418	30.3
Federal Bake Shops	344,599	305,384	12.8	2,540,677	2,277,395	11.5
Safeway Stores	now	number approximately	2,400	against 2,020	at the end of	
	1928	916	at the end of 1927.			
Schulte-United	reports 75 stores in operation at the end of July.					
National Tea Company	reports that it now has 1,616 locations.					

NUMBER OF STORES IN OPERATION

	END OF JULY 1929	END OF JULY 1928		END OF JULY 1929	END OF JULY 1928
J. C. Penney	1,215	953	S. H. Kress	197	183
S. S. Kresge	542	460	G. C. Murphy	146	117
Walgreen	324	206	Metropolitan	123	96
McLellan	248	209	Peoples Drug	109	78
McCrory	241	225	Neisner	46	29
I. Silver Bros.	41	26			

The Little Schoolmaster's Classroom

THE Schoolmaster had a very interesting chat the other day with J. W. Strickland, who was, until a short time ago, with the F. W. Woolworth stores organization both in this country and in England, and who is now with the Addison Vars advertising agency. One of the most interesting things he told the Schoolmaster about Woolworth methods was the importance of the penny-in-the-slot weighing machines which one sees in every Woolworth store. Not only are they a source of revenue but they also act as barometers for the sales of each store.

Each day the pennies taken in by each machine are counted and compared with the receipts of the machines on the same day of the previous year. If the amount is higher than the previous year, then the manager knows that more people have come into the store than on the same day one year ago, the reason for this being that there is a certain percentage of all those coming into the store who weigh themselves. In like manner, of course, if the scales receipts are lower than the previous year, the manager knows that fewer people have come in.

* * *

Now the way they tie all this up with their sales efforts is very simple. If the scales receipts are down and the store sales are up, then all is well, because it proves to the manager that even though fewer people have come into the store, he has sold more merchandise than he did a year ago, which means that his seasonable merchandise is properly displayed, and he is ready for an even greater increase.

If, on the other hand, his scales receipts are up, and his sales are down, it shows that more people came into the store than on the same day a year ago, and out of these people he did not get as many purchases as he should have. This leads him to do several things, the first being to consider his seasonable merchandise. Is it properly dis-

played? For instance, at this time of year during the heat he would look about the store to see if he had a big enough display of bathing caps, bathing belts, bathing shoes, beach balls, cork balls, rubber balls, balloons, sand toys, etc. In other words, all the items that are recognized as very fast sellers during the hot weather. If the manager finds that such displays occupy but a small section of the counter, and that of the total sales of the counter these hot weather items have given him about 80 per cent, then he knows that he should take over about three times as much space for those seasonable items, which he does.

After considering his merchandise from the store angle, he takes a look at his windows. Are these items being featured in his windows? And he probably finds that they are not. This means that a window comes out and seasonable merchandise is put in.

* * *

This, of course, is an example taken from just one department in the store. Every department, of which there are thirty-one, is exactly the same, and if you will spend about five minutes a day, in any Woolworth store, Mr. Strickland said to the Schoolmaster, you will notice that each department is constantly changing. Different things are featured almost daily, the reason for it being that each department has its items that sell five times as fast on certain occasions and in certain seasons of the year as they do any other time of the year.

Even the dirt on the floor of a store can tell a valuable story to the store manager. By measuring or weighing the sweepings at the end of each day a fairly accurate idea of the number of people that have walked through may be obtained. This method has been used by at least one store, so Mr. Strickland says.

The floors themselves are also

Speculative Builders

Residential building today is controlled by speculative builders. Homebuilding has entered the big business class, involving intricate financing, promotion, mass production and modern merchandising methods.

The demands of this new industry are already weeding out the jerry builders, the mechanics and the miscellaneous laymen who have been "taking a flyer" at an occasional home "on speculation" as a sideline.

The speculative builder who survives, builds large scale projects of quality homes incorporating knowledge gained by long experience in the real estate business. His operations are rightly called community building. This type of speculative builder is a Realtor. He builds his homes and his own reputation by using the best materials.

The leading manufacturers weigh the speculative builder market carefully—and choose the Realtor—reached thru the merchandising paper of the building world—the **NATIONAL REAL ESTATE JOURNAL**. Subscription price \$5.00 a year, renewals 73% A. B. C.—showing strong reader interest.

"We think very highly of the National Real Estate Journal. Our field men have more faith in the prospects which the Journal sends us than they have in those they receive from other sources."—Crane Company.



**NATIONAL
REAL ESTATE
JOURNAL**



PORTER-BEDE-LANGTRY CORPORATION, PUBLISHERS

139 N. Clark Street

Chicago, Ill.



Advertising Executive Available

Copy chief of national advertising agency for last six years. Former advertising manager of large retail corporation.

Have functioned on many outstanding accounts on wide variety of products and services.

Thoroughly familiar with newspaper, magazine, direct mail, trade paper, billboard and radio advertising and with preparation of dealer helps and sales promotion material.

Know copy, art, layout, production. Can plan entire campaign and carry it through to printed page.

Twelve years in advertising business, preceded by newspaper, magazine and publicity work.

Have sold not only by written word but from door to door and behind the counter.

Powerful, original writer with sound business head.

Graduate of Yale University.

Open for position as copy or account executive in strong advertising agency or as advertising manager for large national advertiser.

Address "M," Box 141
Printers' Ink.



sometimes studied. Those places where people stand the most are naturally worn the most. By placing the weighing machines in these worn places they receive maximum patronage.

And some people wonder why the chain stores are so successful!

* * *

The intimately worded circular letter is all right in its place but when it gets to the wrong place it makes such stuff as the Schoolmaster's smiles are made of. A hotel in Philadelphia sent the following circular letter to The Carter's Ink Company, which is located at Cambridge, Mass.:

"Banish all thoughts of humidity, and lunch with us in the cool and comfortable dining-room of The _____. Just a pleasant walk from your office.

"We serve good food at a modest price, and serve it promptly. We make friends of busy executives and hold them."

The italics are the Schoolmaster's. The walk from Cambridge to Philadelphia might be pleasant for a few miles but the Schoolmaster is inclined to believe that the executives of The Carter's Ink Company, sturdy men though they be, will probably call quits somewhere outside of Cambridge and after patronizing an equally cool and comfortable New England tea room, hurry back to the making and selling of Carter's Ink.

* * *

The Schoolmaster is glad to see a new idea introduced into the sale of books. The other day, while passing a bookstore, the following sign caught the Schoolmaster's eye.

It's 20 degrees cooler
between the pages
of any of these books

The above quotation hardly needs comment, as everyone knows how time, place and heat do not matter when one is buried in the pages of a good book. More power to that bookstore for having found a new appeal for selling books.

* * *

These are days of marathon records in every imaginable field of activity—from airplane endurance

THE *Standard Envelope*
 MANUFACTURING COMPANY
 GENERAL OFFICES 1600 EAST THIRTIETH STREET
Cleveland, Ohio.



FACTORIES AT
 CLEVELAND, O. PITTSBURGH, PA.

July 5, 1929.

Mr. Gove Compton,
 Printers' Ink Monthly,
 231 La Salle St.,
 Chicago, Ill.

My dear Mr. Compton:-

It occurs to us that since we have been advertising in Printers' Ink Monthly for a period of over two years, you might be interested in some of the direct and indirect results which we have obtained over that period of time.

Just for a casual inspection, I am attaching hereto the actual inquiries for Silvertone samples since the first of the year. Previous to that time we offered nothing distinctive to stimulate any number of inquiries, but about February, we issued to our direct mail list the Silvertone Envelope Analysis Chart, which is an unbiased group of directions for obtaining better results with envelopes. The list of enclosed names is an example of the alert organizations, a great many of them known nationally and internationally, who have asked for this Chart. We happen to know that many of these people are now users of Silvertone envelopes, having purchased them through our distributors in various sections of the country.

In Printers' Ink for March, the first issue in which the Chart was offered, we received approximately seventy inquiries by letter. Quite a number of additional Charts were requested by subscribers through our salesmen, not only in Cleveland but in Toledo and Pittsburgh.

The mailing of this Chart is building good will for us, which in turn, creates the business which makes our advertising possible and we are well content with the results we have obtained. We do not reckon our advertising successful by the quantity of returns which we receive, but by the quality of them. Everyone knows such organizations as Bauer & Black; Chicago Daily News; Insuransshares Corp., New York; Cee Laboratories, Chicago; Marshall Field, Chicago; Micht Directories, Ltd., Canada; Bugraps Company of America; Thermoid Rubber Company, The Structural Slate Company, Frigidaire, Ltd., and the International Oxygen Company of Newark, N.J., and we mention only a few of the organizations whose executives asked for this Chart.

Even if we were to receive no concrete evidence through the year, I am inclined to believe that we would still maintain Printers' Ink Monthly on our list, because we know from our own experience here, that advertising in the magazine is building prestige for the nationally known line of Silvertone envelopes.

You may use the returns on our advertising if you wish. We would be glad to tell anyone what we think of Printers' Ink Monthly as an advertising medium.

Cordially yours,

THE STANDARD ENVELOPE MFG. COMPANY

J. M. Griffen
 F. M. Griffin

Lumber Manufacturers

are reading the American Lumberman for sales ideas today as never before. Will your products help them increase sales by better manufacture or lower cost? Then, tie up your story to this dominant editorial note in the

American Lumberman
CHICAGO

Est. 1873

A. B. C.

RATHER A FEW JOBS VERY
WELL DONE, THAN MANY
JOBS NOT SO WELL DONE



August Becker Corporation
Purveyors of Printing to
Advertising Agencies
300 Graham Ave. Brooklyn

A Medical Service for the Agency

MEDICAL, Dental and Pharmaceutical copy prepared by our publicity associates coupled with a staff of expert medical artists, guarantee your client copy and anatomical and pathological drawings of unimpeachable accuracy.



MEDICO-DENTAL PUBLICITY ASSOCIATES

116 WEST 36th STREET

NEW YORK

Telephone WILLIAM 7-1114

tests to piano playing contests. Why not a contest to determine who is the salesman who travels the greatest number of miles annually?

The Schoolmaster imagines that a serious contender for first honors in such a contest would be Elstner Hilton, traveling representative connected with the foreign trade department of the E. C. Atkins Company. This company makes the nationally advertised Silver Steel saws.

Mr. Hilton covers about 87,000 miles each year to reach prospects and customers. Not long ago he sailed from Honolulu en route to the Orient, where his territory includes China, Japan, Philippine Islands, Borneo, Java, Sumatra, Straits Settlements, Siam and India. This is Mr. Hilton's tenth business trip around the world.

* * *

The Schoolmaster recently visited a new building, which is just about completed, to look over its "vertical shops." The plan behind these shops is to have five floors above the street connected by a private elevator running from the ground floor. This gives a series of shops, one above the other, with space corresponding to the street level.

This is a good idea, the Schoolmaster believes, if enough space is given to each floor to make people feel at ease. There is something in human nature which makes it distasteful for people to feel pigeon-holed, or in a position from which they cannot retreat at will. And to be on the sixth floor of a small shop where one is the only customer at the time would probably have more of an unpleasant than pleasant reaction.

The Schoolmaster has noticed that most of the newer exclusive Fifth Avenue shops use plenty of

WHO WANTS ME?

Advertising, sales promotion and mail order man desires a position of responsibility where hard work and constructive achievement will be rewarded. Ten years' experience in building plans, creating merchandising campaigns and writing refreshingly persuasive copy. Can qualify as Copy Chief, Director of Plans, Account Executive or Sales Promotion Manager. American; Christian; Age 36; salary "open." Address "D," Box 285, Printers' Ink.

An Unusual Man Is Needed to Fill An Unusual Opening

An organization that makes a business of compiling and issuing information and advice on investments is in need of a man to do sales promotion work. This organization is the largest of its kind in the world. It employs nearly 800 people. All the largest banks and investment houses in the nation are its clients. It has had a spectacular growth during the past twenty years and is now expanding rapidly. This rapid growth means opportunity for ability to show itself.

The man who takes this position will be expected to concentrate on the sales-promotion work connected with selling some one or two "services." He will prepare direct mail propaganda, handle the inquiries this propaganda develops, co-operate by mail and otherwise with the salesmen—do as much "field" work as is necessary to "keep his feet on the ground." He must have an analytical mind as well as imagination.

The salary is \$6,000 a year. The position is worth more than that and we expect to pay more as soon as the man who takes the position demonstrates that he is worth more. Please do not apply unless you have been making at least \$5,000 a year.

**Address, "Z," Box 282
Printers' Ink**

ASSISTANT ART DIRECTOR

A wide-awake young man whose originality, past experience and schooling qualify him to follow thru magazine page layouts and assume charge of details of production. He should be capable of growing with the job, so as to share the responsibilities of the art director. A flair for editorial and advertising values is essential. Apply by letter only to Art Department,

CHARM MAGAZINE

The Magazine of New Jersey Home Interests

L. Bamberger & Co., Publishing Co., Newark, New Jersey

COPY-WRITER and CONTACT MAN WANTED

by leading Canadian Advertising Agency. Must be experienced in all phases of copy production, capable of meeting Corporation executives, and, above all, not afraid of work. Give full information in first letter.

"G," Box 287, Care Printers' Ink

Who Wants Representation in Indianapolis?

Experienced advertising negotiator, plan and copy man has completely equipped office and time to represent agency or manufacturer of product associated with advertising. Will not make "cold" calls, but will contact and sell good prospects and look after established business. Address "Agent," 910 Illinois Bldg., Indianapolis, Indiana.

floor space. They evidently realize how important this peculiar human trait is. Hole-in-the-wall stores don't, as a rule, remain in business very long.

A Railroad Station That Is Fitted Up as a Museum

"THE AMERICAN MERCURY"
NEW YORK, JULY 25, 1929.

Dear Schoolmaster:

I read with interest your item in the April 25 issue about railroad stations. You might be interested to know of one railroad station which is used for other purposes, in this country. It is the Delaware & Hudson station at Coopersburg, N. Y.

This station is fitted up as a museum, and filled with James Fenimore Cooper relics. There are several deer heads mounted on the wall, a huge fireplace in one end of the room, bearskin rugs on the floor, rocking chairs and other large comfortable chairs scattered around. There are also pictures of Cooper, and as I recall, several original letters, and so forth.

LOUIS N. BROCKWAY,
Asst. Advertising Manager.

Button, Button, Bump or Make

HONIG-COOPER COMPANY
SAN FRANCISCO, AUG. 2, 1929

Dear Schoolmaster:

The negro you describe in your issue of May 9 must have been from Pennsylvania. The sign "Button Dusnt Bell Yu Gotta Bump" was reported to me in 1919 by one, Ed Booth, who collected it from a farm house near Allentown, the year before. As you will readily agree it is typically Pennsylvania Dutch. An alternative sign is

"Button Dusnt Make."
I always enjoy the Classroom.

W. A. BREWER, JR.

Assistant Sales Manager Open for New Appointment

At present affiliated with AAA1 manufacturer in the capacity of Assistant Sales Manager, supervising forty-five salesmen, full charge branch warehouse operations, Sales Promotion, Assistant in advertising management and foreign distributors. Successful experience in all phases of selling to dealer, jobber, distributor and manufacturer. Capable of handling men and familiar with office routine. Aggressive worker with desire to get ahead. Good reasons for contemplated change. Thirty-one years of age, three years college, unmarried. Protestant. Present location Chicago, however, willing to move elsewhere. Salary open. "Y," Box 281, Printers' Ink, 231 South La Salle St., Chicago, Ill.

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WANTED

A Sales Executive of the highest type

This advertisement only concerns men who have proof of a record of achievement.

The ample opportunity this position offers should attract a man of big calibre. The salary will be commensurate with the responsibilities.

The man employed must be a leader of men, capable of inspiring and of spurring to maximum effort a force of nearly two hundred salesmen and branch managers.

He must possess exceptional intelligence, as he will have real sales problems to tackle and surmount.

His character will be thoroughly investigated, his past and present business record must be above reproach.

This position calls for an extraordinary executive, the product is the finest of its kind and is amply backed by an outstandingly reputable organization.

(The commodity is distributed through the grocery trade).

Applicants may send full details of experience, including age, with every assurance of absolute confidence.

•
"E," BOX 286, PRINTERS' INK

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

CAN HANDLE ACCURATELY—one or two more lines in 100 mile radius. Thorough equipment for market investigation and routine selling. Robert Manning, Box 515, Springfield, Mass.

New York Representation

Wanted by advertising and sales executive having well equipped offices and capital. Box 376, Printers' Ink.

TYPOGRAPHY

For sale, manuscript for a full-sized book on advertising typography, by well-known expert typographer. None of the matter has ever seen print. Numerous illustrations and examples, ready for engraver. Box 395, Printers' Ink.

ADVERTISING REPRESENTATIVE WANTED FOR PHILADELPHIA

By prosperous, long established automotive monthly. One who already has non-competitive books preferred. Present commission representatives have long made satisfactory compensation. Box 394, P. I.

DO YOU WANT DISTRIBUTION?

We shall be glad to represent a reliable manufacturer in the sale and marketing of his product through our sales organization. H. W. SLAUGHTER & CO., 228 North La Salle Street, Chicago, Ill.

HELP WANTED

AUTOMOTIVE TRADE MAGAZINE
Needs a salesman and editor. Write or wire giving details of experience and compensation desired. Matson, South Whitley, Indiana.

SALESMAN for line of community and merchant advertising. Write Cartoon Advertising Service, Cleveland, Ohio.

Experienced Advertising Solicitor
Experienced Advertising Salesman wanted by long-established and nationally known weekly newspaper. Must know agency methods and be familiar with national accounts. Give full details, including experience, age, salary, etc. Correspondence strictly confidential. (Address) Box 384, Printers' Ink.

At Salaries up to \$25,000

We Place Agency-Trained Men—Christians, under 38, in New York's finest agencies. Enlist the confidential, personal service of Walter A. Lowen, formerly with Calkins & Holden and other shops, in securing a new or better position. Splendid opportunities now available for copy writers of the contact type, at \$10,000-\$7500; \$6000-\$5000; \$4000, etc. Art director at \$10,000 and \$7,500. Interviews 9-2 p. m. Vocational Bureau, Inc., 105 W. 40th St.

UNUSUAL SALES OPPORTUNITY

Advertising proposition of proven merit. Diversified sales plan. Price, quality, commission challenge comparison. Marion-Kelly Co., Des Moines, Ia.

WANTED—FIRST-CLASS MACHINERY RETOUCHER

Southern city, permanent position. State salary expected. Box 399, Printers' Ink.

MALE STENOGRAHHER about twenty, experienced, for newspaper work in New York City. State age, religion, educational background, salary expected, references, in first letter, accompanying with photograph if possible. Box 380, P. I.

PRINTER—familiar with technical feature of the Graphic Arts to introduce new process of reproduction which is meeting with highest success wherever used. High class man of pleasing personality required. Salary and liberal commission. Give full particulars of experience in reply. Box 393, Printers' Ink.

CITY EDITOR

City Editor wanted by long established and successful Central Pennsylvania newspaper. Splendid opportunity, pleasant surroundings for experienced man. Correspondence confidential. Give full particulars, age, salary, etc., in first letter. Box 383, Printers' Ink.

Wanted—A Writer With Ideas

We are planning to add a man to our creative department. He must be a versatile, convincing writer—and a prolific idea man. Young enough not to be afraid of breaking new trails. Old enough to avoid the quicksands of inexperience. *He must know advertising.*

He will be required to work hand in hand with the principals of a small but ambitious agency in an Eastern city of seven hundred thousand people. There is plenty of work to be done . . . a future for the man who can do it.

In applying, give age, education, experience, present salary, and any other pertinent information. All replies held strictly confidential. Box 378, P. I.

A. K. OSTRANDER

(Agency)

PLACEMENT SPECIALISTS

505 Fifth Avenue, New York City

COPY WRITER—Agency experience. All-around mail order. \$10,000.

ACCOUNT EXECUTIVE—30-35 years, ability to grow with well-financed agency. \$7,500-\$10,000.

COPY WRITER—Bank advertising agency. Salary \$6,000 up.

ASSISTANT ADVERTISING MANAGER—30, New England corporation. \$5,000 up.

COPY WRITER—Real estate. \$4,000.

WANTED—HIGH CLASS ADVERTISING SOLICITOR, for new class publication in radio field. Must have ample experience and good appearance. Chance for right man to become advertising manager. Give full qualifications. Box 401, Printers' Ink.

PRINTING SALESMAN Earning Over \$5,000 per Year

Long established, well equipped plant located in New York's Varick zone printing center, has an opportunity for a man whose sales are over \$50,000 yearly. High grade work and low production costs will enable the right man to materially increase his sales volume. All replies will be strictly confidential. Box 398, Printers' Ink.

MISCELLANEOUS

ADVERTISING—man, solicitor, publisher, representative, designer, etc., will find splendid space office and office desk at Room 623—152 W. 42nd St., New York, Wisconsin 2480.

POSITIONS WANTED

COPY AND CONTACT—UNUSUALLY CAPABLE MAN, who controls worthwhile billing, seeks connection with New York agency. September 9th or before. Box 402, Printers' Ink.

COPY WRITER—Prepared to service two or three advertisers who demand original, effective writing. Versatile; capable; thoroughly experienced in every phase of advertising. Box 381, P. I.

ADVERTISING MAN

Six years' agency experience; also apparel chain manager. All-around ability layout, copy, production. Age 28; married, college graduate. Box 389, P. I.

YOUNG TRADE PAPER EDITOR

Versatile writer. Make-up and advertising selling experience. Wants connection with trade-paper, house-organ or manufacturer's advertising department. Box 386, P. I.

ASSISTANT EXECUTIVE

man, 29, eleven years' experience of mercantile advertising and banking. He has a quick mind, cultural background and references to his character, initiative and executive ability; an efficient "right-hand" man capable of reducing the burden of some busy executive. Box 375, P. I.

WINDOW DISPLAY EXECUTIVE—Connection desired with national advertiser or agency. Thorough knowledge of window display installation and conditions throughout country. Eight years' experience, $\frac{3}{4}$ years operating my own service. Have had over 80 accounts on my books. Good reason for giving up my business. Box 400, Printers' Ink.

Newspaper Executive and Business Manager—of many years experience—available August 15th, experienced with medium sized papers personally handling all departments and also with large Eastern papers. Thorough in economical production management and labor matters. Intensive experience in all branches of circulation, trained in systematizing and organizing. Replies held confidential. Box 391, Printers' Ink.

EDITOR—ADVERTISING MANAGER—Editor and advertising manager wants new connection. Thoroughly experienced all phases publication management and production. Box 385, Printers' Ink.

FORMER ASSOCIATE EDITOR—Broad experience work on business publications—make-up to writing, etc.—also advertising. Recently edited semi-technical book. Box 388 Printers' Ink.

FREE-LANCE ARTIST

Capable to render quick, versatile service. Lettering, Illustrating and Photo retouching. Fred Albert, 307 Fifth Ave., New York City. Vanderbilt 5855-J.

PUBLISHING OR ADVERTISING CONNECTION WANTED

Young man, twenty years of age. Capable of editing house organ. Slight actual experience. Imagination coupled with intelligence. Second name is work. Salary secondary to connection. Box 396, P. I.

Newspaper Auditor, Accountant, Treasurer—with years of experience with large and small publishers wants connection with publishing house in Eastern or Middle Atlantic States. Fitted for treasurer assistant or comptroller in any publishing house. Thorough organizer. Inquiries held in confidence. Box 392, P. I.

YOUNG GENTLEMAN—with sound knowledge of advertising, space selling and agency experience, seeks position in agency or advertising department, where creative merchandising, campaign, and layout ideas, direct strong copy, letters of sales producing value and the ability to think straight are required and fairly recompensed. Box 397, Printers' Ink.

SOMEWHERE IN DETROIT there's an organization that can use this man to advantage. Several years' experience as community newspaper advertising manager. Also thoroughly familiar with direct-mail advertising and printing production. Young enough to have pep and vision, old enough to have stability. Married. References. Box 379, P. I.

CAN AN EASTERN AGENCY USE THE SERVICES OF A MAN WHO HAS BEEN IN RADIO over a period of six years and who can competently handle all your radio problems from developing and selling ideas to directing the broadcast? Has intimate knowledge of all networks and locals, also program costs. Box 387, Printers' Ink.

WOMAN, 36, WANTS POSITION presenting real problems, requiring tact, original ideas, initiative and executive ability. Successfully developed new business for beauty preparation. Experience with electrical equipment. Educational and publicity work with clubs, schools, universities. Advertising agency experience. Available Sept. 15th. Minimum salary \$3500. Box 390, Printers' Ink.

ADVERTISING MAN—SALES PROMOTOR will organize and manage mail-order, direct-by-mail, or general advertising department. Knows mail selling to retailer and consumer. Effective layouts, productive, direct-mail and general advertising copy. Edits house-organ. Some manufacturer, retailer, chain-store organization should be interested. Salary about \$4500. New York Territory. Box 382, P. I.

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15.24% PLUS

THE first 6 months of 1929 show an increase in domestic demand for gasoline of 15.24% over 1928. The oil industry is busy—and busy buying.

Human

Interest

Insures

Reader

Interest

Edited from

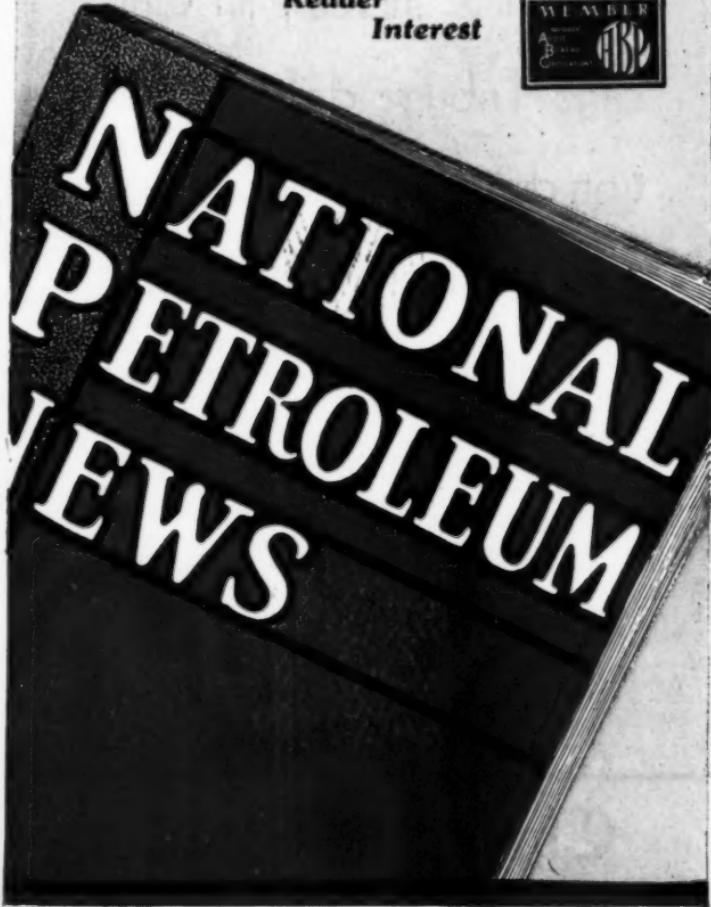
TULSA, OKLA.
World Building

CHICAGO
35 East Wacker Drive

NEW YORK
342 Madison Ave.

HOUSTON, TEXAS
West Building

Published from
CLEVELAND
1213 W. Third St.



56,097

GAIN

The sheer increase in Chicago Tribune daily circulation during July, 1929, over the same month of last year is greater than the total circulation of any newspaper in all but 56 American cities

Total Average Circulation, July, 1929:

Daily, 854,893; Sunday, 1,107,469

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER
